

Total No. of Questions : 5]

**P6879**

SEAT No. :

[Total No. of Pages : 2

**[5860]-218**

**First Year M.B.A.**

**206 -SC-MKT-02 : CONSUMER BEHAVIOUR**

**(2019 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer all the questions.*
- 2) *Figures to right indicates full marks.*

**Q1) Attempt any 5 questions:**

**[10]**

- a) Steps of buying behaviour.
- b) Two benefits of Internet in Business.
- c) Consumer protection act.
- d) Difference between needs, wants and demand.
- e) New trends in purchasing.
- f) Market Segmentation.
- g) Industrial Buyers.

**Q2) Explain family life cycle in detail and how it affects the purchasing decision. [10]**

OR

What is the difference between customer and consumer? Explain importance of reference group.

**Q3) Discuss differences between store and non store purchasing process. [10]**

OR

Elaborate any two

- a) Consumer learning.
- b) Consumer attitude.
- c) E Commerce.

**P.T.O.**

**Q4)** What is attitude? What are the functions of it? Does attitude helps people in order to have satisfaction? Explain. [10]

OR

Explain any two :

- a) Consumer Beliefs.
- b) Feelings.
- c) Changing attitude.
- d) Culture.

**Q5)** Explain Howard Sheth model with diagram. [10]

OR

Engel Blackwell - Miniard model classifies behaviour into 4 sections, viz, Input, Information processing, Decision process and variable in Huening decision process. Explain in details.

