

OCT/NOV-2022

Total No. of Questions :5]

SEAT No. :

PA-4182

[Total No. of Pages : 3

[5946]-218

M.B.A.- I

206-SC-02MKT : CONSUMER BEHAVIOUR  
(2019 Pattern) (Semester - II)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

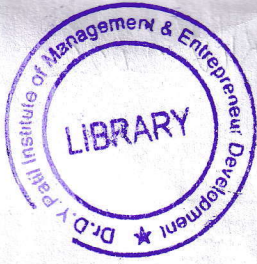
Q1) Attempt any 5

[10]

- a) Any individual who purchases goods and services from the market for his/her end-use is called a \_\_\_\_\_
- i) Customer
  - ii) purchaser
  - iii) Consumer
  - iv) Producer
- b) \_\_\_\_\_ develop on the basis of wealth, skill and power.
- i) Economical classes
  - ii) Purchasing communities
  - iii) Competitors
  - iv) Social classes
- c) \_\_\_\_\_ Identify an economic circumstance that can greatly affect any product or brand choice.
- i) Requirement
  - ii) Values
  - iii) Lifestyle
  - iv) borrowing power
- d) \_\_\_\_\_ is one of the most basic influences on an individual's need, wants and behaviour
- i) Brand
  - ii) Culture
  - iii) Product
  - iv) Price
- e) If a consumer describes a car as being the most economical car on the market. then this is descriptor is an \_\_\_\_\_
- i) Rule
  - ii) Attitude
  - iii) Belief
  - iv) Cue

P.T.O.





- f) A \_\_\_\_\_ is a person's pattern of living as expressed in his or her activities, interests and opinions.
- i) Role
  - ii) Status
  - iii) Position
  - iv) Lifestyle
- g) Customer who have no royalty towards and brand are
- i) Speit loyals
  - ii) Switchers
  - iii) Hard core loyals
  - iv) shitting loyals
- h) \_\_\_\_\_ means the storage of past happenings and thoughts
- i) Learning
  - ii) Motivation
  - iii) Memory
  - iv) Cognition

**Q2) Attempt any two**

**[10]**

- a) Define consumer behaviour. Discuss the role of segmentation and targeting in increasing marketers understanding of the consumer behaviour.

OR

- b) Define Motivation. How can knowledge of motivation theories help marketing managers? Discuss the Maslow's Hierarchy of need theory with example.

OR

- c) How do you measure social classes in India using Socio-Economic classes (SEC) in urban and Rural Market.

- Q3) a)** What do you understand by extensive problem solving, limited problem solving and routinized response behaviour? John wish to purchase a car. What kind of decision making process you suggest for John. **[10]**

OR

- b) What are the levels of consumer involvement? Explain the dimensions of consumer involvement.



**Q4)** What are the factors in buying situation that result in extended search for pre purchase information by consumers? Based on factors identified by you, what kind of information search behaviour can you expect in case to purchase mobile phone by family. **[10]**

OR

Discuss the difference between store and non-store purchasing process and purchasing patterns.

**Q5)** Differentiate between consumer decision making process and institutional decision making process. **[10]**

OR

Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.

