

Total No. of Questions : 5]

SEAT No. : 

P3824

[6025]-214

[Total No. of Pages : 2

F.Y.M.B.A.

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



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Draw diagrams wherever necessary.

Q1) Answer any 5 (2 marks each)

- a) Enlist the benefits of market segmentation in consumer behavior.
- b) Define Consumer Protection Act.
- c) Recall the concept of consumer and customers.
- d) Describe the changing patterns of consumer behavior.
- e) List the organizational buyer characteristics.
- f) Name the types of innovation.
- g) List the impact of internet on consumer behavior.

Q2) Answer any 2 (5 marks each)

- a) Explain Brand Personality in detail with the help of suitable example.
- b) Elaborate the concept of attitude and its impact on customer satisfaction.
- c) Discuss the organizational buying roles.

Q3) Answer any 1

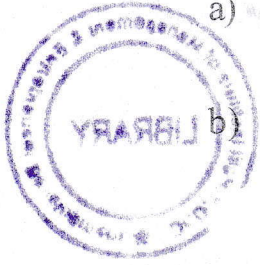
[10]

- a) "Social Class and Group influences play a vital role in Consumer Buying Behaviour". Showcase the application of statement with suitable example.
- b) Describe the stages people go through in the buying process for high - involvement decisions with examples. How do the stages vary for low- involvement decisions?

P.T.O.

Q4) Answer any 1.

[10]



- a) Analyze the Social Classes in India with the help of Social Economic Classes (SEC) in Urban and Rural Market.
- b) Considering yourself as the marketing Manager of company producing Shampoo, design marketing mix variables for a new shampoo product targeting the BOP consumers in India.

Q5) Answer any 1

[10]

- a) The organizational buying process is more formal than the consumer buying process. Justify the statement with the help of suitable example.
- b) Elaborate the Engel Blackwell - Miniard Model with example.

