

Total No. of Questions : 5]

SEAT No. :

PB2069

[6201]-214

[Total No. of Pages : 2

First Year M.B.A.

206-SC-MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Revised) (Semester - II)

Time : 2 ½ 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) Define consumer behaviour. Give it's types.
- b) Give the meaning of sub-culture.
- c) Write any two functions of consumer attitude.
- d) What do you mean by brand personality.
- e) Give any two applications of consumer behaviour in marketing.
- f) Write down steps involved in consumer buying behaviour.
- g) What is social class?
- h) Give buying roles in OBB.

Q2) Attempt any 2.

[10]

- a) What is difference between consumers and customers? Explain importance of reference group.
- b) What do you mean by culture? Explain cultural influences on Indian consumer behaviour.
- c) Give the difference between store and non store purchasing.

Q3) a) How do you measure social classes in India using socio-Economic Classes (SEC) in urban and Rural market? [10]

OR

- b) "Organizational purchase decision is more rational than emotional? comment.

P.T.O.

Q4) a) Give meaning of attitude. How does consumer attitude determine the consumer behaviour? Explain with with example. [10]

OR

b) Discuss in detail the impact of the changing patterns of consumer behaviour in the context of the evolving economy.

Q5) a) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions. [10]

OR

b) What are the factors involved in buying situation that result in extended search for prepurchase information by consumer? Based on factors identified by you, what kind of information search behaviour you expect in case of purchase electric two wheeler.