

Total No. of Pages : 04

Roll No. ....

**MS-503/MM-2203**

**Consumer Behaviour**

**(उपभोक्ता व्यवहार)**

**Master of Business Administration/**

**P.G. Diploma in Marketing**

**Management**

**MBA-10/12/13/16/17/**

**PGDMM-10/16/17**

**3<sup>rd</sup>/1<sup>st</sup> Semester**

**Examination-2019**

*Time : 3 Hours*

*[Maximum Marks : 80*

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**Section–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners

**(2)**

are required to answer any three (03) questions only. **(3×15=45)**

1. Define Consumer Behaviour. How physiological factors affects consumer behaviour and how marketer can take advantages from them?
2. Why are consumers needs and goals constantly changing? What factors influences the formation of new goals?
3. How does attitude develop? How consumer Personality, live style and attitude provide marketers with fuller understanding of consumer behaviour?
4. Define Market Segmentation. Bring out the usefulness of lifestyle segmentation for markets, while working out media and promotion programmes.
5. What are the major differences between the organisational buyers and final customer? Describe the various steps involved in the organisational customer's buying process.

### **Section–B**

#### **(Short-Answer-Type Questions)**

**Note :** Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each.

**S-590**

**P.T.O.**

**(3)**

Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. Explain the major factors influencing industrial buying Behaviour.
2. What do you understand by the terms 'Diffusion Process' and Adoption Process'?
3. What do you understand by the term decision making? Why is this term of great interest to marketers?
4. Explain with examples how marketers can use group influence for developing marketing and personal selling strategies.
5. What do you understand by the terms 'Culture', 'Sub-culture' and 'cross-culture marketing'?
6. What do you understand by the terms 'Post-Purchase Action'.
7. Why is motivation said to be a complex process, for marketing purpose?
8. Define Marketing Communication Process.

**S-590**