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**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 June 2022

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

Q.1. Which mechanism of learning (Classical Conditioning, instrumental conditioning, modeling or cognitive learning) would explain consumer behaviour in the purchase of:

- (a) A face wash pack
- (b) Jewellery
- (c) A new car

Give reasons while explaining the above.

Q.2. Why do marketers use motivational research? Write a short note on the popular techniques used for research purpose.

Q.3. Why is it important for marketers to understand the role of perceptual process in marketing? Briefly discuss the basic concept underlying the perception process.

Q.4. What steps of Consumer Decision making will work out in the following instances:

- (a) A house wife is thinking of purchasing a Dish TV Antenna.
- (b) A college student is planning to purchase a mobile phone.

P.T.O.

- Q.5. Describe in detail various factors affecting Consumer Behaviour.

## **Section – B**

### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only. [4 x 10 = 40]

- Q.1. Discuss "marketers don't Create needs, needs Create the marketers".
- Q.2. What do you understand by product images and self images? How do they influence, Consumer behaviour?
- Q.3. How does consumer personality, life style and attitude provide marketers with fuller understanding of consumer behaviour?
- Q.4. Describe primary and Secondary, & informal and formal groups?

P.T.O.

- Q.5. How will you define serial class, discuss its impact in detail on consumer behaviour?
- Q.6. Elaborate the role of family in buying decision making?
- Q.7. Explain the meaning and process of diffusion?
- Q.8. What do you understand by perceptual selectivity?

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