

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) MBAH-II
3rd/1st Semester, Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.
(2×19=38)

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

2. "Post purchase behaviour of Consumer is more important for marketing manager than pre-purchase behaviour." Do you agree ?
3. Explain the Nicosia Model of consumer behaviour. Discuss its applications and limitation in formulation of a marketing programme.
4. Define consumer satisfaction. What is the relationship between consumer satisfaction repeat purchase and committed customer.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer any four (04) questions only. (4×8=32)

1. Discuss various factors responsible for attitude formation.
2. What are the various personality traits of consumer which a marketer should study ?
3. What are the various internal and external factors influencing perception ?
4. What is the effect of culture and sub-culture on consumer behaviour ?
5. Critically analyze "Consumer behaviour in a multi-disciplinary science."

6. Explain the steps involved in consumer decision-making process.
7. What are the principles of learning ? Discuss the various factors related to consumer learning.
8. Why do consumers perceive risk ? Explain how they handle it.

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Indicate whether the following statements are True or False :

1. A change in an individual's behaviour prompted by information and experience is called perception.
2. The major factors used to divide markets into consumer markets or organisational markets are the buyer characteristics and size of purchases.
3. A culture can be divided into subculture according to geographic regions or human characteristics, such as age or ethnic background.
4. If a consumer receives information that is inconsistent with her or his feelings or beliefs, the consumer may alter this information. This is known as selective distortion.

5. Psychological forces that influence where a person purchase product on a regular basis are called patronage motives.
 6. A consumer buying decisions are affected in part by the people around him or her. These people and the forces they exert on a buyer are called social factors.
 7. Sampling method of organisational buying is appropriate when the product is highly homogeneous and examination of each item is not feasible.
 8. Maslow classifies needs into a hierarchy that has physiological needs as its base and self actualization needs as its peak.
 9. A marketer who emphasizes how a product fits the lifestyle of a consumer is promoting the ego-defensive function of an attitude.
 10. Consumer behaviour only includes the actual purchasing of products.
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