

Total No. of Questions : 5]

P2219



[5465]-3032

M.B.A.

SEAT No. : Dec - 18

[Total No. of Pages : 1

**306 - MKT : CONSUMER BEHAVIOUR  
(2016 Pattern) (Semester - III)**

Time : 2¼ 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)** a) Explain family life cycle in detail and how it affects the purchasing decisions. [10]

OR

b) What is difference between customer and consumer? Explain importance of reference group. [10]

**Q2)** a) What is meaning of personality? Explain effect of personality on decision making. [10]

OR

b) Comment on strategies adopted by product manager of a company, manufacturing soft drinks which will change consumer attitude towards company brand. [10]

**Q3)** a) Discuss difference between store and non-store purchasing processes and purchasing patterns. [10]

OR

b) 'Satisfied customer is an asset of successful firms'. Analyse the statement. [10]

**Q4)** a) Explain Howard Sheth model with diagram. [10]

OR

b) 'Engel-Blackwell-Miniard model classifies behaviour into four sections, viz, Input, Information processing, Decision process and variables in Huencing decision process'. Explain in details. [10]

**Q5)** a) How do you measure social classes in India using Socio-Economic Classes(SEC) in Urban and Rural markets. [10]

OR

b) Considering yourself as the marketing manager of company producing biscuits, design marketing mix variables for a new biscuit product targeting BOP consumers. [10]



Total No. of Questions : 5]

P 1464

[5365]-3032

M.B.A.

**MKT - 306: CONSUMER BEHAVIOUR  
(2016 Pattern) (Semester-III)**

SEAT No :  

[Total No. of Pages :2

May 18

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) All Questions has an internal options.
- 3) Each questions carries 10 marks.

**Q1) a)** Define the term consumers and customers with suitable examples. Why De-marketing becomes important for some products.

OR

- b) How does reference group influence vary over products category. What group influence can you expect in the following & why?  
Residential Houses.

**Q2) a)** What are the levels of consumer involvement? Explain the dimension of consumer involvement.

OR

- b) Discuss the principal elements of learning.

**Q3) a)** "A dissatisfied customer is an unpaid salesman of your competitor." Analyse the statement.

OR

- b) What are the various sources of information for consumer search?

P.T.O.

**Q4) a) Explain the Engel-Blackwell-Miniard model of Consumer Behaviour.**

**OR**

**b) Explain the Howarth-Sheth model of Consumer Behaviour.**

**Q5) a) Write short notes:-**

**i) Living Standards Measures.**

**ii) Bottom of Pyramid.**

**OR**

**b) What is Bottom of Pyramid? Explain the characteristics of BOP Consumers, with the help of suitable examples.**

→ → →

Total No. of Questions : 5]

**P3894**

SEAT No.:

**LIBRARY**

[Total No. of Pages : 2

**[5265] - 3032**

**M.B.A.**

*Dec 17*

**(306 - MKT) SPECIALIZATION : CONSUMER BEHAVIOUR**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ 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) a)** "Consumerism is shame to marketing". Analyse the statement.

**OR**

- b)** What is a family? Explain in brief family life cycle & its influence on purchasing decision.

**Q2) a)** Explain the types of involvement? Explain Recall & discuss the different types of recall.

**OR**

- b)** Explain inherent, emotional & psychological buying motives.

**Q3) a)** What types of information do consumers seek and what are the possible sources of information?

**OR**

- b)** Explain the concept of post purchase dissonance & suggest ways to reduce consumer dissonance.

**Q4) a)** Elaborate Engel Blackwell and Miniard Model (EBM) with a graphical representation.

**OR**

- b)** Explain the Howard Seth model of buying behaviour with an appropriate graphical representation.

**P.T.O.**

Dec 17

- Q5) a) What do you understand by 'BOTTOM OF PYRAMID (BOP)'? What are the factors you will consider while designing the marketing mix for BOP consumers.

OR

- b) Write short notes on :
- i) Demographic profile.
  - ii) Living Standards Measures (LSM).

