

**Subject : Elective-I : Consumer Behaviour (Marketing Management)**

Day : Thursday  
Date : 09/06/2016



Time : 10.00 AM TO 1.00 PM  
Max Marks : 70    Total Pages : 1

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** What is meant by Consumer Behaviour? Explain with suitable examples the importance of studying consumer behaviour in the current business scenario. (10)
- Q.2** Write a detailed note on Global Consumer. (10)
- Q.3** Which are the factors that influence the consumer buying behaviour. Explain with appropriate examples. (10)
- Q.4** How does Industrial Buying differ from Consumer Buying? Explain with appropriate examples. (10)
- Q.5** What is meant by Diffusion of Innovation process? Discuss it with suitable examples. (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- a) Consumer movement in India
  - b) Engel-Kollat-Blackwell model
  - c) Consumer welfare
  - d) Personality and self concept

**SECTION - II**

- Q.7** A famous store in a big city, offering world class apparels and fashion garments for ladies has made following observation. (15)
- i) Lady customers when un-accompanied, finish their shopping in 30 mins but buy low price & less profitable products.
  - ii) Lady customers, accompanied by female friend take at least 2 hours but settle for medium price range products.
  - iii) Lady customers accompanied by a male (spouse or friend) spend between 1 and 2 hours, but certainly buy more expensive products in big volumes.
- How can the store owner use this data to boost his business?
- Q.8** If you are a provider of a unique service which involves total cleaning, of everything in a house-hold including curtains, carpets, ceilings, wall – furnishings, lamp-stands, book-case & kitchen ‘things’. For one room you take 2 days to finish the job & charge INR 5000 to 10,000/-. What kind of market segment will you expect? Present a probable demographic & life style profiling of this target segment. (15)
- Q.9** Briefly discuss the economics involved in marketing and the social concepts, which affect the behaviour of a common consumer. Identify the powers which a common consumer may possess. (15)

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