

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

Day : Wednesday
Date : 14/12/2016

S.D.E.



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 2

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** Write a detailed note on Consumer Movement in India. **(10)**
- Q.2** Explain with suitable examples the concept of Cross Cultural Marketing. **(10)**
- Q.3** What is meant by Diffusion of Innovation? Explain it with appropriate examples. **(10)**
- Q.4** Discuss with suitable example Industrial buying process. **(10)**
- Q.5** What do you understand by Buying Motives? Explain the importance of studying the same in the filed of marketing. Give examples. **(10)**
- Q.6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Types of Consumer
 - b) Problems and prospects of understanding the behaviour of global customer.
 - c) Nicosia model
 - d) Importance of consumer behaviour study

SECTION - II

- Q.7 a)** A retail store-owner has been studying the behaviour of buyers-consumers to the stores. He observes: **(15)**
- i) Nearly 80% of the buyers- consumers visit the stores, between 5 to 10 times in a month. They buy small quantities worth small amounts, wherever they visit.
 - ii) Remaining 20%, visit the stores once in twice in a quarter (3 months) but buy in bulk leading to big billing amounts.
- The store owner is confused, as to which type (a) or (b) will be more beneficial to his business. Offer him your analysis and advice.
- b)** A famous store in a big city, offering world class apparels and fashion garments for ladies has made following observation.
- 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 range of products.
 - iii) Lady customers accompanied a male (sponse 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?

P.T.O.