

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

Day : Tuesday
Date : 06/12/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) All questions carry **EQUAL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Discuss any one of the consumer decision making process model. (14)
- Q.2** What are the stages of Industrial Buying process and the roles played by the participants in the process? Explain with the help of examples. (14)
- Q.3** Discuss the problems and prospects of understanding the behaviour of global consumers. (14)
- Q.4** What is consumer protection? Discuss some educational methods in consumer protection. (14)
- Q.5** Write short notes on any **TWO**: (14)
- a) Cross cultural marketing
 - b) Innovation Diffusion process
 - c) Consumer Surprise

SECTION-II

- Q.6** As a consultant for an online retail marketing company dealing with consumer goods, develop a suitable after sales service program for consumers. (14)
- Q.7** A real estate organization has approached you to conduct a study on factors influencing consumer behaviour. What factors would you consider? Justify. (14)
- Q.8** Discuss on the concept of Consumer Movement and Consumer Welfare. (14)

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