

No. of Printed Pages : 3

Roll No.

18CC2010

M.B.A. EXAMINATION, May 2019

(Third Semester)

(C. Scheme) (Re-appear)

MM02C

CONSUMER BEHAVIOR

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(4-24/7) M-18CC2010

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P.T.O.

Unit I

1. Define Segment. What are different basis of segmentation and what precautions must be taken by marketer at the time of segmenting the market ? **15**
2. Write short notes on the following :
 - (i) Marketing ethics **7.5**
 - (ii) Marketing mix **7.5**

Unit II

3. Discuss different types of decision with suitable example and how does the consumer decision process changes with the type of decision ? **15**
4. What are different variable that shape the decision process of an individual ? **15**

Unit III

5. Define Motivation. Classify different motives and also highlight the self-concept. **15**

6. Write short notes on the following :

- (i) Social stratification **7.5**
- (ii) Memory process. **7.5**

Unit IV

7. Discuss the consumer decision-making model given by Howard-Sheth. **15**
8. Write short notes on the following :
 - (i) Role Behaviour **7.5**
 - (ii) Diffusion of Innovation **7.5**