

No. of Printed Pages : 03

Roll No.

GG-494

Dual Degree/B.M.S./M.B.A.

EXAMINATION, Dec. 2018

(Seventh Semester)

(Main & Re-appear)

MBIMM01

CONSUMER BEHAVIOUR

Time : 3 Hours]

[Maximum Marks : 70

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.

(2-18/3) M-GG-494

P.T.O.

Unit I

1. “Marketer must focus on segmentation as it affects the complete process of consumer behaviour.” Comment. **14**
2. What do you understand by ethics ? As an marketer do you believe and support ethics ? If yes, then justify, if no, give reasons. **14**

Unit II

3. How do we acquire information and process it ? **14**
4. What is social class ? What are the parameters to categorise social class ? How is it influencing consumer behaviour ? **14**

Unit III

5. Elaborate the consumer behaviour decision making process with suitable example. **14**

6. Write short notes on the following :

- (a) Personality **7**
- (b) Types of decision. **7**

Unit IV

7. Illustrate the Nicosia model of decision making. **14**

8. Write short notes on the following :

- (a) Reference Group **7**
- (b) Role behaviour of women and children. **7**