

No. of Printed Pages : 03

Roll No.

CC-371

M.B.A. EXAMINATION, May 2017

(Third Semester)

(Re-appear Only)

MM-04

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.

Unit I

1. Define Segment. Why is it important for marketer and critical for organisations for understanding counsumer behaviour ?

(1-15/40)M-CC-371

P.T.O.

2. "Consumerism is slap on the face of marketing or vice-versa." Comment.

Unit II

3. What are different types of decision process ? How degree of involvement is influencing the buying behaviour ?
4. Write short notes on the following :
- (a) Personality
 - (b) Consumer Decision Process.

Unit III

5. Define Perception. Discuss the consumer perception process.
6. Write short notes on the following :
- (a) Culture and Subculture
 - (b) Motivation and Motives.

Unit IV

7. What do you mean by Reference Group ? How are these influencing the buying behaviour of an individual ?
8. Discuss in detail the Consumer Decision Making Model given by Nicosia.