

Roll No.

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Course: MBA, Program: MBA**Subject: Consumer Behaviour, Code: MMK-902****Semester: III****Time: 03 Hours****Max Marks: 70****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a) What is market segmentation?	(2)
	b) Discuss the advantages of using demographic as a basis for segmentation.	(2)
	c) Does the use of celebrities in surrogate advertising of alcohol and tobacco constitute an unethical marketing practice? Discuss.	(2)
	d) Define innovation.	(2)
	e) Do you think buying behaviour is related to involvement? Explain with one example.	(2)
	f) Which product characteristics play the major role in diffusion?	(2)
	g) Name the different types of buying behaviour.	(2)
	h) Explain how the product manager of a cold drinks plant might change consumer attitudes toward the company brand by adding an attribute.	(2)
	i) Can marketing change consumer perception?	(2)
	j) Do you think internet has made the job of understanding the consumer behaviour easy, give your opinion	(2)

SECTION -B (LONG ANSWER TYPE QUESTIONS)

2. Discuss the importance of the role of consumer behaviour in the entire process of marketing (10)
3. Segmenting, targeting and positioning is the wastage of time, money and efforts. Do you agree? Give reasons. (10)
4. Sony, LG, Samsung etc. are all brands of television. Comment on the differences in their positioning strategy. (10)
5. Why is it important for marketer to understand the motivation levels and the motivators of the customers? (10)
6. Compare and contrast the theories of personality. Which one out of them do you think is more applicable in marketing and why? (10)
7. Explain the process through which consumers take the decision about any product purchase. (10)
8. What is the difference between consumer and organisational buying? Explain the stages of organisational buying with example. (10)
9. Write short notes on: (10)
 - a. Post purchase evaluation
 - b. Conjunctive decision rule
 - c. Situational influences

===END OF PAPER===