Sub Code: RMBK02

Paper Id: 270307 Roll No:

MAM
(SEM III) THEORY EXAMINATION 2019-20
CONSUMER BEHAVIOUR

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a.	What is meant by consumer psychology?
b.	What do you understand by normative reference group?
c.	Explain the meaning of consumer socialization.
d.	What do you understand by social mobility?
e.	What do you understand by collectivism versus individualism dimensional approach to cultural values?
f.	What is meant by purchase involvement?
g.	What do you understand by information search?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a.	Why the study of consumer behaviour is very relevant in today's context? Explain.
b.	What do you understand by reference group? How reference group influence the behaviour of consumer? Discuss.
c.	Explain the applications of Maslow's theory in consumer behaviour and marketing.
d.	Define adoption. What makes a product or a brand easier to adopt? Explain with example.
e.	In what ways can a consumer reduce post purchase dissonance? Discuss.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a)	What are the products generaly associated with, habitual, limited and extensive problem solving decision making. Explain with the help of example.
(b)	Explain the various stages of consumer decision making process.

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain with the help of examples, why it is necessary for marketers to identify the difference between consumers self image and ideal self image while analysing the purchase behaviour of individuals?
(b)	Why marketers and consumer researches are interested in learning about the link between consumer behaviour and attitude? Explain.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Why the family is described as "the basic consumption unit for consumer goods." Explain.
(b)	Explain the various Institutions and elements of society.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain the Nicosia model of consumer decision making.
(b)	What is lexicographic decision rule? Explain with the help of an example.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain the factors influencing industrial buying behaviour.
(b)	The issue of "Customer satisfaction" is a big challenge for every marketer. Discuss.

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