

Total No. of Questions : 5]

P4764

SEAT No. :

[Total No. of Pages : 2

[5659] - 3034

M.B.A.

**MKT - 306 : CONSUMER BEHAVIOUR**

**(2016 Pattern) (Semester - III)**

Time : 2½ Hours]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

[/Max. Marks :50

**Q1)** a) Discuss FAMILY Life Cycle. How do it impacts Purchase decisions. [10]

OR

b) Discuss the concept of [5+5=10]

- i) Consumerism and
- ii) Demarketing

**Q2)** a) “Attitudes are very difficult to change.” Discuss various strategies for changing attitudes. [10]

OR

b) Write notes on

- i) Types of Buying motives [5]
- ii) Principal Elements of learning [5]

**Q3)** a) “A delighted buyer is an advocate for the Brand.” Elaborate. [10]

OR

b) Discuss store and non-store purchasing process. [10]

**Q4)** a) “A model is referred to as an abstract representation of a process or relationship”. Discuss in context to Howard - Sheth model. [10]

OR

b) Explain Engel-Blackwell -Miniard (EBM) Model with diagram. [10]

P.T.O.

**Q5)** a) Discuss relevance of socio-Economic classification in the current time frame. [10]

OR

b) Write short notes on

- i) Characteristics of BOP Consumers. [5]
- ii) Demographic Profile of Consumers. [5]

[5659] - 3034

2