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Roll No.

Total No. of Questions : 13]

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**M.B.A. IIIrd Semester (FT)
Examination, 2017**

DN-129

**MARKETING MANAGEMENT CONSUMER
BEHAVIOUR**

Paper : FSM-1

Time : 3 Hours] **onlineBU.com** [Maximum Marks : 80

Section-A

Note :- Attempt any *four* questions. All questions carry
equal marks. 8 each

1. What do you understand by consumer behaviour?
Elaborate its importance to marketing.
2. Explain the information search process. **onlineBU.com**
3. What is the scope of study of consumer behaviour?
4. Distinguish between consumer, customer and buyer.

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Turn Over

5. How do you define consumer perception ? Why is it a very critical factor ? **onlineBU.com**
6. Write a short note on consumer decision making process.
7. Write a short note on consumer behaviour audit.
8. What do you understand with the term 'Consumer Motivation' ? Explain with examples.

Section-B

Note :- Attempt any *three* questions. All questions carry equal marks. **onlineBU.com** 16 each

9. What do you understand with the term industrial buying behaviour ? How is it different from consumer buying behaviour ? Explain various roles involved in industrial buying behaviour.
10. Consumer behaviour forms the basis for all the marketing strategies. Explain how 4P's of marketing are influenced by consumer behaviour. Give suitable examples. **onlineBU.com**

11. Explain different models of consumer behaviour. How and whose they are usefull ? **onlineBU.com**
12. How personality and self concept influences buying and behaviour ? Explain with the help of suitable example.
13. Describe the process of diffusion of innovation. How can it be accelerated by marketers ?

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