Roll No. ....

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MMS/DX: 6193

MM-304:Consumer Behavior

Time : 3 Hours]

[Maximum Marks : 70

Note: Attempt FIVE questions in all, Question No. 1 is compulsory. All questions carry equal marks.

Q1   Write short notes on the following:

a)   Evoked set

b)   Information Search Behaviour

c)   Reference Group

d)   Difference in ' Compensatory' and Non compensatory' decision rules.

e)   Personality

f)   Psychographics

g)   Extensive, Limited & Routinised decision-making.

Q2   Define and explain ' Consumer Behaviour' why should it be studied? Highlight at least four significant contributions made by various behavioural disciplines to the study of consumer behaviour

Q3   Write a detailed note on ' sensory and perceptual process" What is the significance of these twin processes in marketing management?

Q4   Differentiate clearly between 'Adoption' and ' Diffusion' processes. How are these processes interrelated? what are the implications of this relationship for practical marketing?

Q5   Explain clearly the difference between ' Tri Component' and ' Multi Attribute' Models of Attitude. Which of these models holds greater promise for marketing strategies? Give reasons in support of your answer.

Q6   How would you conceptualise the term 'FAMILY' ? How does it influence consumer decision making? What changes in family structure do you visualize which may affect consumer decision making. Give examples in Indian Context.

Q7   What is meant by 'Model'? What is the role of consumer behaviour model? " The classical economists viewed consumer behaviour as behaving in a rational, mechanistic manner". How valid is this model of consumer behaviour from practical marketing viewpoint? What may be the alternative?

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Q8 Define' Culture'. what is its importance in marketing management? How can it be studied? Give atleast two examples how MNC's operating in India have adapted their products?