

January - 2007

Subject Code—5731-X

M.B.A. EXAMINATION

(Re-appear)

(2 Years Scheme—Third Semester)

(3 Years Scheme—Fifth Semester)

MM-309/508

CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What is Consumer Behaviour ? Its study is becoming increasingly relevant in current marketing scenario. Discuss.
2. Study and proper understanding of consumer decision-making process will facilitate marketers to make better marketing strategies. Explain.

P.T.O.

3. What is Perception ? How could perceptual distortion change the meaning and impact of entire marketing campaign of a firm ?
4. Attitudes are hard to change, but marketers have to confront the situations where they have to undertake this task. Why and how ? Explain with examples.
5. Motives are the biggest determinator of consumer's behaviour. Explain, how.
6. Life-style goods are dominating the market places these days. Explain the reasons behind it. What opportunity marketers may have out of it ?
7. "The success of any brand in market depends on how successfully it matches with self concept of consumers." Discuss.
8. Write short notes on the following :
 - (a) Reference Group
 - (b) Cognitive Model of Consumer Behaviour.