

MARKETING GROUP

Course: Consumer Behavior

Credit: 2:

Last Submission Date: April 30 (for January Session)
October 31, (for July session)

Max. Marks:-30

Min. Marks:-12

Note:-attempt all questions.

Que.1 What do you mean by Consumer Behaviour? Briefly explain factors affecting consumer behaviour.

Que.2 What are the areas of Consumer Behaviour application in marketing?

Que.3 Discuss different steps involved in the purchase decision of car.

Que.4 Briefly explain the nature of evaluative criteria that consumers use.

Que.5 What do you mean by motivation research? Discuss its importance in studying Consumer Behaviour .

Que.6 What do you understand by attitude? What functions attitude perform to help Consumers?

Que.7 What do you mean by personality? Discuss the traits theory of personality.

Que.8 Discuss the nature of reference group. what types of influences a reference group Can have on consumers?

Que.9 Briefly explain various models of consumer Behaviour.

Que.10 Short notes:-

- (1) Opinion leadership
- (2) Organisational buyer decision process
- (3) Diffusion of innovation