

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT : ELECTIVE – I : a) CONSUMER BEHAVIOUR
(MARKETING MARKTING)

Day : **Tuesday**

Date : **19/12/2017**

Time : **02.00 P.M. TO 05.00 P.M.**

W-2017-4272

Max. Marks : 70

N. B. ;

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION - I

- Q. 1** Distinguish between the decision making models for : (10)
a) domestic consumers and b) industrial consumers
- Q. 2** Discuss the impact of demographics and the social class on consumer behavior. (10)
- Q. 3** Explain the concept and the process of diffusion of innovation. (10)
- Q. 4** Present an overview of consumer welfare and protection. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
a) Behavior pattern of global customer
b) Reseller market
c) Cross cultural marketing
d) Importance of after-sales service

SECTION – II

- Q. 6** During a research conducted at a retail mall selling readymade apparels and dress material for women, it was found that in a typical purchase situation; (15)
a) A woman buyer, shopping singly, takes 15/20 minutes to finish her purchase,
b) A woman buyer in company of a male takes 30 minutes.
c) A woman buyer accompanied by other women takes 90 minutes.
Explain each of the above patterns of buyer's behavior.
- Q. 7** “While it is possible to (pleasantly) surprise and to satisfy a consumer; trying to delight a consumer is like chasing a mirage”. Explain quoting suitable examples. (15)
- Q. 8** Imagine yourself to be the marketing manager of a construction company engaged in building and selling ‘Low-to-medium cost’ residential flats. What consumer profile do you expect to target? How will you keep your consumers happy, before and after such consumers occupy your company's flats? (15)