

NEW

2015

MBA 3rd Semester Examination

CONSUMER BEHAVIOUR

(Specialisation : Marketing Management)

PAPER—M-303

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 5×8
- (a) What is the business market and how does it differ from the consumer market ? 2+3

(Turn Over)

- (b) Identify the major factors that influence business buyer behavior.
- (c) "The total demand for many business goods and services is inelastic" — Explain.
- (d) Briefly explain the concept of "Systems Buying and Selling".
- (e) Describe the method of e-procurement in brief.
- (f) Compare the institutional and government markets and briefly explain how institutional and government buyers make their buying decisions.
- (g) Mention the features of High Involvement Product with examples.
- (h) Draw AIDA model and explain it with example.
- (i) With example differentiate formal & informal group.
- (j) Why celebrities are used in commercial promotion to influence buyers ?
- (k) What do you understand by cross cultural influences ?

- (l) How a consumer minimized the perceived risk before buy any product ?

2. Answer any *four* questions from the following : 10×4

- (a) Perform a comparative study on three major modls of consumer behaviour, Viz, Nicosia Model, Howard-Sheth Model and EKB Model.
- (b) Briefly explain the concept of Buy grid Frame work. Also describe the stages in the buying process and different buying situations in this connection.
- (c) “A buying center includes many participant in the business buying process” — Briefly describe about the participants in a buying center of an organisation.
- (d) Mention different roles of the family member as a different decision making unit (DMU) regarding purchase of a LED Television set.
- (e) Changing lifestyle of Indian consumer create huge opportunity for the marketing frim of India. Justify the statement.

- (f) 'Is cheaper price of a product signify low quality or value for money' discuss with examples from consumer durable products.

[Internal Assessment : 20]
