

Subject : Elective-I : Consumer Behaviour (Marketing Management)

Day : Thursday
Date : 02/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
 - 2) All questions carry **EQUAL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Why should a marketer study the subject of Consumer Behaviour? What are the advantages and limitations to the study of Consumer Behaviour? (14)
- Q.2** Who are the participants in Industrial Marketing? Discuss their roles in marketing of industrial products. (14)
- Q.3** What do you understand by Consumer Needs, Motivation and Involvement of consumers in buying behaviour? Explain giving examples. (14)
- Q.4** Describe the educational methods involved in Consumer Protection with the help of examples. (14)
- Q.5** Write short notes on any **TWO**: (14)
- a) Consumer welfare concept
 - b) Consumer satisfaction and delight
 - c) Cross- cultural Marketing

SECTION-II

- Q.6** Develop a customer loyalty program that will increase visits of the customers and profitability to your ready-made garments shop in the city. (14)
- Q.7** An upper middle class customer is interested in purchasing a residential flat in your city. He is just married and his parents stay with him in a rented flat. His monthly income is Rs. 50,000/-. As a marketer of newly constructed residential apartment, how will you convince him to book the flat in your company? (14)
- Q.8** List down features and facilities of an international shopping mall that would satisfy the tastes and choices of present day's collegians. State your assumptions. (14)

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