

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

Day : Monday
Date : 13/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Figures to the **RIGHT** indicate full marks.
 - 3) Answers to both sections should be written in the **SAME** answer book.
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SECTION-I

- Q.1** Discuss the consumer decision making process and the participants in buying decision. (16)
- Q.2** What do you understand by consumer satisfaction? Explain with suitable examples why there is a need for after sales service. (16)
- Q.3** Describe and discuss the Economic Model of buying behaviour with suitable examples. (16)
- Q.4** Discuss the stages involved in industrial buying process. (16)
- Q.5** Write short notes on any **TWO** of the following: (16)
- a) Buying motives
 - b) Customer v/s Consumer
 - c) The Consumer Protection Act 1986
 - d) Global Consumer

SECTION-II

- Q.6** Assume a product and design a questionnaire to assess the customer satisfaction of your product. (16)
- Q.7** As a customer discuss the factors influencing in making choice and purchase of Air-conditioner and Coolers. (16)
- Q.8** Discuss the current scenario of E-shopping in India with suitable examples. (16)

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