

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

Day : Saturday  
Date : 17/12/2016



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

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**N.B.**

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

- Q.1** What do you mean by Consumer Behaviour? Discuss in detail need for studying Consumer Behaviour. (16)
- Q.2** Explain with suitable example, influence of social sciences on buyer behaviour. (16)
- Q.3** Discuss different stage of Industrial Buying Process. List out participants in Industrial Buying Process. (16)
- Q.4** What is Consumerism? Explain in detail Consumer Protection Act, 1986. (16)
- Q.5** Write short note on **ANY TWO** of the following: (16)
- a) Consumer Delight
  - b) E-Marketing Environment
  - c) Learning Model
  - d) Buying Motives

**SECTION – II**

- Q.6** What do you mean by consumer satisfaction and consumer surprise? Explain with suitable example. (16)
- Q.7** How does social class influences on consumer buying behaviour with reference to the following products: (16)
- a) Four Wheelers
  - b) Jewellery Products
- Q.8** Discuss various influencing factors and how they influence you as a consumer for purchase of two-wheeler. (16)

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