

UNIT – IV

8. What are reference groups ? How are they formed ?

How do the reference groups influence the consumers  
and the retailers ? 16

9. Write notes on : 8 + 8 = 16

(a) Diffusion process

(b) Opinion change

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Roll No. ....

12053

MBA 2 Year 3rd Semester (CBCS)  
Examination – December, 2019

CONSUMER BEHAVIOUR

Paper : 17IMG23GM2

Time : Three Hours ]

[ Maximum Marks : 80

Before answering the questions, candidates should ensure that they  
have been supplied the correct and complete question paper. No  
complaint in this regard, will be entertained after examination.

**Note :** Attempt *compulsory* Question No. 1 from Section-  
A and *four* questions from Section-B by selecting  
*one* question from each Unit. All questions carry  
equal marks.

SECTION – A

1. Briefly describe the following :

2 × 8 = 16

(a) Marketing mix

(b) Consumer involvement

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- (c) Features of retailing
- (d) Motivational conflict
- (e) Difference between culture and sub-culture
- (f) Family life cycle
- (g) Reference group
- (h) Cognitive learning

**SECTION – B**

**UNIT – I**

- 2. Explain the concept and evolution of consumer behaviour. Why should a marketer have good understanding of consumer behaviour? 16
- 3. What is market analysis? How is it done? How does market segmentation help in market analysis? 16

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**UNIT – II**

- 4. Highlight the linkage between retailing and the purchase process. Which factors lead to success or failure in retailing? 16
- 5. How do demographic factors and economic resources influence consumer behaviour? 16

**UNIT – III**

- 6. Define consumer knowledge. What are the sources of knowledge? Highlight the importance of knowledgeable consumer for a marketer. 16
- 7. Why is it important to study cultural, sub-cultural and social class factors in shaping the consumer behaviour? 16

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P. T. O.