



Duration: 2 ½ hrs.

Q.I Attempt any 2 (15)

- Define consumer Behaviour. State and highlight some of its types.
- Discuss various applications of consumer behaviour knowledge in marketing.
- Explain some examples of different types of consumer and their behaviour.

Q.II Attempt any 2 (15)

- What is self-concept? State and explain benefits of self-concept.
- Explain two theories of personality in brief.
- State and explain nature of consumer attitude.

Q.III Attempt any 2 (15)

- State and explain various factors affecting need of family.
- Highlight the features of ingroup and outgroup
- Discuss the rule of opinion leaders in diffusion of innovation.

Q.4 Attempt any 2 (15)

- Explain Consumer Buying Decision Process.
- Explain the Decision Making Model.
- Define an E-Buyer. State the importance of E-Buying.

Q.5 Case study. (15)

Manish Jha had illustrious academic career. He passed his MMS from Mumbai University with flying colours and started his career with a nationalized bank. After fifteen years of working and having been shifted to different branches in and around Mumbai he is an experienced hand on his job. Today he is a high-ranking officer and often tells his subordinates that the secret of his success is his ability to make independent decisions.

Jha is called by the manager and he puts forward three proposals. The bank requires branch manager at Malda, W. Bengal; Bina, Madhya Pradesh and Aurangabad, Maharashtra. The manager says if you are prepared to accept the promotion please indicate your choice of place. Jha says "Sir, give me a day. I'll tell you tomorrow." That evening Jha spoke to his wife, "How would you like to move to Malda?" Her answer was quick and sharp, "Heavens no, I have lived in Mumbai all my life and I not prepared to move to an alien place like Malda. If you are thinking of moving to Malda, you will have to go alone. Out of the three option I can settle for Aurangabad."

The next day Jha met his manager and told him he will accept assignment at Aurnagabad,

Questions:

- Jha claims to be making independent decisions. Would you