

Exam. Code : 217603

Subject Code : 5568

M.Com. 3<sup>rd</sup> Semester

CONSUMER BEHAVIOUR

Group 'D'—Marketing

Paper : MC-351

Time Allowed—3 Hours] [Maximum Marks—100

**Note** :— Attempt **five** questions, selecting at least **one** question from each section. The **fifth** question may be attempted from any section. Each question carries **20** marks.

**SECTION—A**

1. What is Consumer behaviour ? Why is it necessary for marketers to study consumer behaviour ?
2. Describe the trait theory and explain how it led to the application of concept of personality to brands.

**SECTION—B**

3. What is perception ? How do companies use consumer perception to create images and sell their products and services ?
4. Explain how attitudes are measured by using the multi-attribute models, illustrate by using an example.

**SECTION—C**

5. Describe the stages of family life cycle and also explain the needs at each stage that must be fulfilled.
6. What is culture ? How is the study of culture relevant to marketing managers ?

**SECTION—D**

7. Discuss the adoption process. Also explain the different adopter categories and their characteristics.
8. Draw and explain the E.K.B. model of consumer behaviour. Also explain how the E.K.B. has helped in understanding consumer behaviour.