Subject	Consumer Behaviour		
Roll No.		**Marks**	60 Marks
Total No. of Questions	7	**Duration**	3 Hours
Total No. of printed pages	1	**Date**	30.10.2018

Q1) 20 Marks (Compulsory)
Case Study.
1. A car making company is deciding to make amphibious cars in india. You are required to:
   a. Explain the motivation of consumer in buying this car and your way of promoting it.
   b. Segment. Targeting and position the amphibious car in Indian market
   c. Explain how the diffusion of the idea will be facilitiated by you.

Attempt Any FOUR from the Remaining SIX Questions   40 marks.

Q2)   1. Discuss problem recognition for the following product categories and suggest some ways through which marketers might try to stimulate problem recognition for each product.(*Any two from (a) or (b) or (c)*)
   a.   Life Insurance.
   b.   Mouthwash.
   c.   A new Automobile.

Q3)   Attempt *Any two from (a) or (b) or (c)*
   a.   Explain the buying motives.
   b.   Illustrate the Howard Sheth Model of buying behaviour and explain its current relevance.
   c.   Discuss the fundamental priniciples of learning and how are they involved in influencing the buying behaviour.

Q4)   Explain the relevance of the following concepts to the study of consumer behaviour (choose any two):
   a.   Socialisation process.
   b.   Sublimal Perception.
   c.   Gestalt School of Psychology.

Q5)   Discuss the terms (any two):
   a.   The new SEC system in India.
   b.   Traits theory of personality with the help of any 5 traits.
   c.   Types of reference groups.

Q6)   Attempt Any two from (a) or (b) or (c)
   a.   Explain the steps in Organisational decision process.
   b.   Explain the role of reference group and family decision on consumer behaviour, Illustrate your answer with examples.
   c.   Discuss the role of personality in influencing consumption behaviour.

Q7)   Attempt Any two from (a) or (b) or (c)
   a.   Describe the impact of economic, political and legal factors influence on consumer buying decision.
   b.   A marketer of health foods is attempting to segment its market on the basis of consumer self-image. Describe the types of consumer self-image and discuss which one(s) would be   most effective for the stated purpose.
   c.   Product characteristics influencing diffusion.