

Consumer Buying Behaviour

Roll No. : _____

Total No. of Printed Pages: 01

Total No. of Questions : 03

Maximum Marks : 30

Duration (hrs.) : Two

1. Answer in Short from the following : (4 *5 = 20 MARKS)
 - a. What criteria for selecting segments should be used by an organization in deciding which segments to target?
 - b. Which factors affect the attitude towards an advertisement?
 - c. Why is it important for companies to understand consumer motivation?
 - d. Although water is free, many consumers choose to pay. What needs do you think consumers are seeking to satisfy when they purchase bottled water?

2. Answer in detail any 2 from the following: : (2*5 = 10 MARKS)
 - a. Imagine that you have been hired by a life insurance company to serve as a consultant .The company is sepecially interest in your opinions about what it might do to 1) Convince people who don't have an insurance to buy one. 2) Encourage existing policy holders to increase their existing coverage . Analyze the buying behavior towards insurance and proceed with what you think the company should do?

3. What is meant by family? What is the importance of studying families to the understanding of consumer behavior?
 - b. Using the concept of consumer insight and marketing mix, choose a product that has been introduced to the market in the last two years and explain why you think it has succeeded?
