



MS – 470

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VI Semester B.B.M. Examination, May/June 2014
(Semester Scheme) (Prior to 2013-14) (Repeaters)

BUSINESS MANAGEMENT

6.4 E-2 : Consumer Behaviour (Paper – 3)

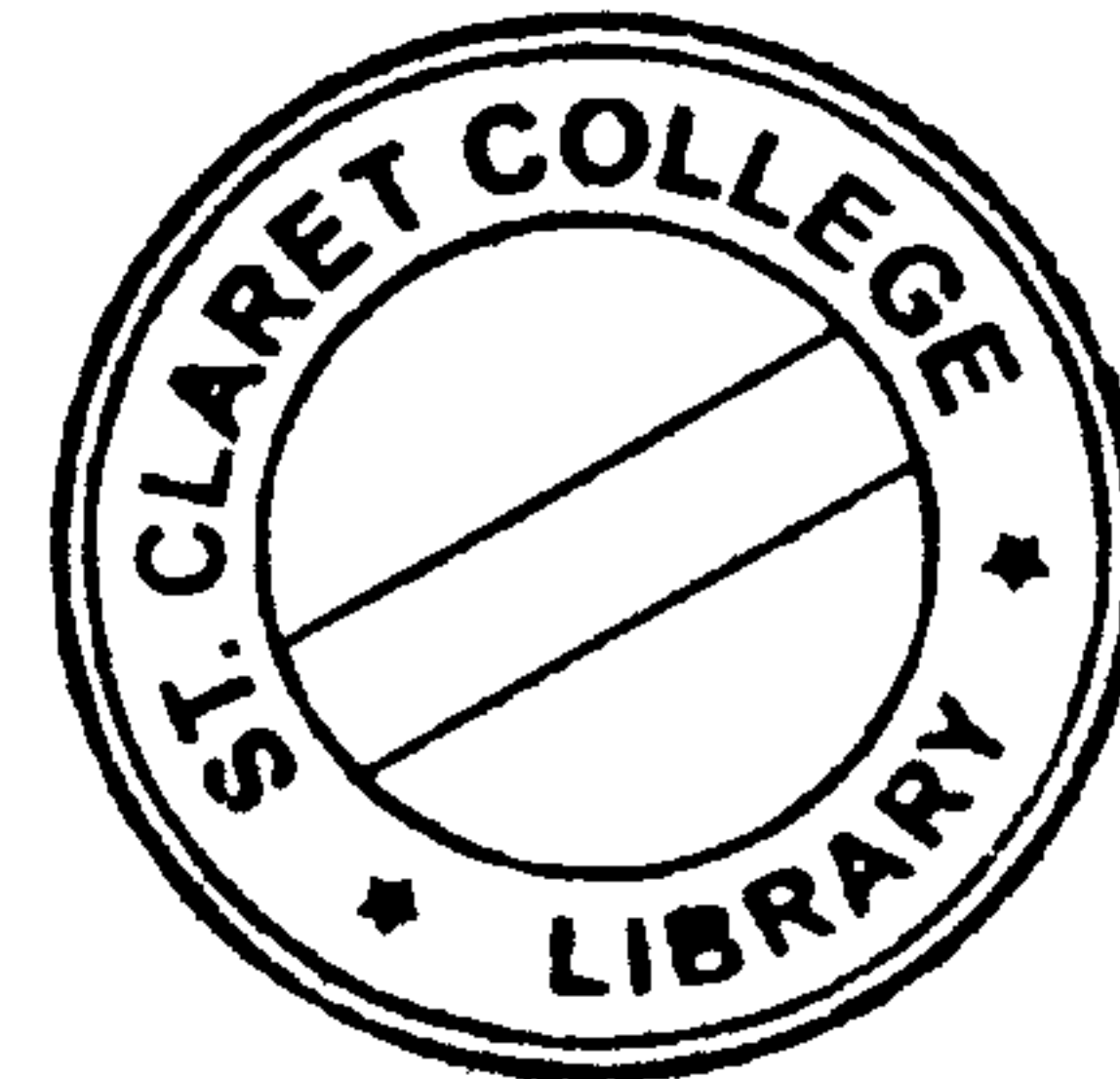
Time : 3 Hours

Max. Marks : 90

Instruction : Answers should be written **completely in English.**

SECTION – A

1. Answer **any ten** sub-questions of the following. **Each** sub-question carries **2 marks.** **(10×2=20)**
- Define the term buying motive.
 - Give the meaning of social responsibilities of business.
 - Give the meaning of skimming pricing.
 - What is packaging ?
 - Give the meaning of consumer habit.
 - Define opinion leadership.
 - State any two characteristics of culture.
 - Define lifestyle.
 - What is group communication ?
 - What is meant by decision making ?
 - What are reference groups ?
 - State two components of attitude.



SECTION – B

Answer **any five** questions of the following. **Each** question carries **5 marks.** **(5×5=25)**

- Explain psychological role in marketing.
- Discuss the pricing objectives of a new product.
- What is motivation ? What are the features of motivation ?

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5. Explain briefly the importance of consumer decision making process.
6. Discuss how cultural values affect consumer behaviour.
7. Which are the components and sources of attitude ?
8. What are the determinants of personality ?
9. What are the factors responsible for social stratification ?

SECTION – C

Answer **any three** questions of the following. **Each** question carries **15** marks.

(3×15=45)

10. Explain the different stages of industrial buying behaviour.
 11. Explain the different types of reference groups.
 12. Explain the social responsibility of business towards consumers.
 13. Define perception and explain in detail the characteristics affecting perception.
 14. Explain in detail the demographic fragmentation of Indian market and its benefits to the marketers.
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