



**RA-3409-10**

**M. Com. (Part - II) Examination**

**March / April - 2010**

**Marketing - IV**

*(Consumer Behaviour)*

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दशांशवैव निशान्नीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. (Part - 2)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing - 4"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="0"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	

- (2) All the questions are **compulsory**.  
(3) All the questions carry **equal** marks.  
(4) Question **6** carries **10** marks.

1 Why is it critically important for marketers to understand consumers? What are the areas of consumer behaviour applications in marketing? **12**

**OR**

1 Which disciplines have contributed to the study of consumer behaviour? **12**

2 What is targetting? What are the alternative targetting strategies? **12**

**OR**

2 What is a motive? What are the various roles that motives play in influencing consumer behaviour? **12**

3 What is family life cycle? What is the place of "children" of different age groups in family decision-making? **12**

**OR**

3 What is the relationship between family, family life cycle and consumer behaviour? **12**

4 What is attitude? Explain the structure of attitude in detail? 12

**OR**

4 "Most advertising for well known brands attempt to maintain and re-inforce positive attitudes." - Discuss. 12

5 Write short notes : (any two) 12

(i) Basis of segmentation

(ii) Perceived risk and perceived quality

(iii) Social class categories

(iv) Problems of social class measurements.

6 Recall **three** advertisements for : 10

(i) Consumer non durables product

(ii) Consumer durable product

(iii) A service product

Determine to what segments the ads. are directed at?  
Justify your answer.