



SB-3417

M. Com. (Part - II) Examination
March / April - 2011
Marketing Channels - IV
(Consumer Behaviour) (Old Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवडी पर अवश्य कभववी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :

M. Com. (PART - 2)

Name of the Subject :

MARKETING CHANNELS - 4 (OLD)

Subject Code No. : 3 4 1 7 Section No. (1, 2.....) : NIL

Seat No. :

Student's Signature

- (2) All questions are compulsory.
(3) Figures to the right indicate marks for each questions.

1 What is Consumer Behaviour ? Explain the profile of Indian consumer behaviour. Is the consumer rational in behaviour ? **12**

OR

1 Briefly discuss the classical conditioning theory and its implications on a marketer. **12**

2 What is social class ? How is it useful to a marketer ? How can we measure an individuals social class ? **12**

OR

2 Discuss the stages of traditional FLC and how each stage of FLC has has an effect on the marketing strategies of a company. **12**

3 How can a marketer identify and divide different group of buyers ? What variables can be used ? **12**

OR

3 Explain the market segmentation process and its usefulness to a marketer. **12**

4 Elaborate the ways in which perception process functions. 12
What is the importance of perception ?

OR

4 What are the motivational influences on a consumer ? 12
Discuss from the consumer's buying process.

5 Discuss the multi-attribute model of attitude. How is it 12
important to a marketer ?

OR

5 Discuss the factors affecting customer satisfaction. How 12
can a marketer measure customer satisfaction ?

6 Write short notes : (any two) 10

(1) Reference Group

(2) Family Decision making

(3) Perceived Risk

(4) Attitude towards the advertising model.
