

CONSUMER BEHAVIOUR

Time: 3 Hours

Max. Marks: 60

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*Answer any FIVE Questions  
All Questions Carry Equal Marks  
Question NO. 8 is Compulsory*

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| 1 | a. | What do you mean by Consumer Behaviour? And explain the factors influencing Consumer Behaviour.  | 6M |
|   | b. | Describe about Buyer behaviour. And explain various models of Buyer Behaviour.   | 6M |
| 2 | a. | Elaborate the role of reference groups in motivating consumers?  | 6M |
|   | b. | Explain the different theories of personality and explain how it explains the behaviour of customers.  | 6M |
| 3 | a. | Who is a consumer innovator? Discuss his characteristics and state how he plays an important part in the diffusion of innovations.             | 6M |
|   | b. | Explain the significant steps involved in pre-purchase process of consumer behaviour?  | 6M |
| 4 | a. | Write a note on Consumerism in India. And explain about the roots of consumerism.  | 6M |
|   | b. | How can marketers use consumer's failures at achieving goals to develop advertisement for products & services?                                 | 6M |
| 5 | a. | Explain the reasons for the slow growth of consumer movement in India.   | 6M |
|   | b. | What is need of consumer protection and explain the role of consumer protection Act 1986 towards consumer protection.                          | 6M |
| 6 | a. | Explain the mechanism of National Consumer Disputes Redressal Commission.  | 6M |
|   | b. | Discuss in detail behavioural learning theories.   | 6M |
| 7 | a. | What are the different types of purchase decisions? What kind of marketing and socio-cultural factors will influence consumer decision making. | 6M |
|   | b. | Explain the influence of life style of family on buying behaviour.   | 6M |



**8 Case Study (Compulsory)**

12M

Now a day's children who are lured b advertisements are pressing their parents to eat out. This motivates entrepreneurs to start fast food restaurants. These restaurants serve busy customers who like to satisfy their hunger quickly and also enjoy the variety of food items offered. That is why fast food restaurants are very popular in all towns and cities.

A leading restaurants in Bangalore seeks to know the opinion of the customers over the services rendered by it. Conduct a survey using structured questionnaire and tabulate the result.

Questions:

1. What are the traits over opinion may be sought from respondents.?
2. Give your conclusions of the study.

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