

Roll No.

Exam Code : J-19

Subject Code—0944

**P. G. Diploma in Marketing
Management EXAMINATION**

(For Batch 2018 Onwards)

CONSUMER BEHAVIOUR

PGDMM-104

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, including Q. No. **1** which is compulsory. Select *one* question from each Unit. All questions carry equal marks.

1. Explain the following :

- (a) Experimental methods
- (b) Consumer perception
- (c) Attitude formation

(3-85-23-0519) **J-0944**

P.T.O.

- (d) Reference group
- (e) Culture
- (f) Consumer decision-making
- (g) Opinion leadership.

Unit I

2. “Consumer behaviour has its roots in various disciplines.” Explain.

Or

3. Discuss the different types of research methods to carry out consumer studies.

Unit II

4. How does the personality affect the consumer behaviour ?

Or

5. Elaborate the application of learning theories to consumer behavior.

Unit III

6. Does the family life-cycle Effect purchase decision-making ? Explain.

Or

7. How are social class and status importance determinants of consumers’ behaviour ?

Unit IV

8. Throw light on the profile of a consumer innovator.

Or

9. Write at length about the consumer behaviour models.