

[This question paper contains 2 printed pages.]

Sr.No. of Question Paper : 1404

F-7

Your Roll No.....

Unique Paper Code : 1091505

Name of the Paper : Consumer Behavior

Name of the Course : **Bachelors of Management Studies**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **ALL** questions.

1. What kind of reference group influence do you predict in the following cases ?  
How would the marketers use this information to design the marketing strategies ?

(i) Wrist watch

(ii) Kitchen salt

(iii) School for children

2. How can the following theories/concepts be used by marketers to market their product and services ?

(i) Cognitive Learning Theory

(ii) Gestalt School of Psychology

3. Explain the following and their relevance to consumer behavior. (Attempt any **THREE**)

(i) Consumer Socialisation Process

*P.T.O.*

- (ii) Motivational Conflict
  - (iii) Opinion leadership
  - (iv) Family Decision Making
4. Two individuals Mr. Sharma and Mr. Malhotra were asked to rank according to their preference the following optional uses of money (1 least preferred and 6 most preferred). Analyse the choices. Based on the analysis what is your assessment of the motives, attitudes and personality of Mr. Sharma and Mr. Malhotra.

	Mr. Sharma	Mr. Malhotra
(a) Family vacation to Goa	1	5
(b) Investing in stock market	6	3
(c) Buying Iphone 7	5	2
(d) Buying Club Membership	4	1
(e) Renovating the house	3	6
(f) Buying an iMac for home use	2	4

5. Describe the decision rule most likely to be used by consumer while making purchase of the following. What implications will the decision rules have on the marketing of these products ?
- (i) After Shave Lotion
  - (ii) Purchase Of Property
  - (iii) Athletic Shoes