

1128

B. Voc. (Retail Management)

First Semester

BIR-103: Consumer Behaviour (OLD)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four the following:-

- a) Discuss interdisciplinary nature of consumer behaviour
- b) Discuss positive and negative motivations role in consumer behaviour
- c) Discuss the various forms of selective perception
- d) Distinguish between and define social class and social status
- e) Outline strategies for changing consumer attitude
- f) Who are opinion leaders? (4x5)

UNIT – I

- II. Describe the interrelationship between consumer behaviour as an academic discipline and the marketing concept. What is the scope of consumer behaviour? (15)
- III. What is the importance of customer value satisfaction concept for a marketer? How does this help in retaining a customer? Give example. (15)
- IV. Discuss in detail the consumer research process? Outline the factors which influence various key decisions during this process? (15)
- V. Why are motivations the driving force behind consumer behavior? Discuss the difference between hierarchy of needs and trip of needs systems of understanding consumer motivation. (15)

UNIT – II

- VI. Identify the sources of influence on attitude formation. Outline and explain the five strategies for changing consumer attitudes. (15)

P.T.O.

(2)

VII. Write short notes on:-

- a) Lifestyle profile of consumer classes
- b) Measures of consumer learning (15)

VIII. Discuss the three stages of consumer decision making in the process component of the decision-making model. Explain the importance of relationship marketing in this process. (15)

IX. Discuss in detail the life style profiles of different consumer classes. Give examples. (15)

x-x-x