

1127

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 one question from each Unit.

X-X-X

I. Attempt any four questions from the following:-

- a) What is the difference between the personal consumer and the organizational consumer?
- b) What is the difference between probability samples and non-probability samples? Give an example of each.
- c) What is secondary data? Give an example of a set of secondary data, and name a source of secondary data.
- d) What are the four main influencers of attitudes?
- e) What is conformity in terms of reference group?
- f) List various strategies a marketer has at his disposal for consumer attitude change? (4x5)

UNIT – I

- II. Define consumer behavior. What is the scope of consumer behavior? Also discuss Customer, value satisfaction with example. (15)
- III. Discuss in detail the consumer research process. (15)
- IV. Why are motivations the driving force behind consumer behavior? Differentiate between innate and acquired needs. Give an example of each. (15)
- V. Write short notes on following:-
 - a) Consumer perception theories
 - b) Measurement of motives
 - c) Qualitative and quantitative research (15)

UNIT – II

- VI. What is the theory of classical conditioning in consumer learning? Explain using an example. (15)
- P.T.O.