

- Note: 1. All Questions are compulsory.
 2. All Questions carry equal marks.
 3. Figures to the right indicate full marks.

Q.1 Answer any two (7.5 marks each) (15)

- Explain Consumer Decision Making Process.
- Explain Cultural & Personal factor as determinants of buyer behaviour.
- On the basis of which factors Profiling of the consumer is done?

Q.2 Answer any two (7.5 marks each) (15)

- Explain in brief Maslow's theory of need motivation.
- What are the types of images of self concept & what are the benefits of self Image.
- What are the sources of influence on attitude formation & personality factor in attitude formation?

Q.3 Answer any two (7.5 marks each) (15)

- What are the factors that affect the need of the family?
- Explain Consumer related reference group.
- Define culture & explain feature of culture.

Q.4 Answer any two (7.5 marks each) (15)

- What are the product characteristics that influence diffusion?
- Explain the five stages of decision process.
- What are the factors of Influence on E-buying?

Q.5 Case Study: (5 marks each) (15)

While goods manufacturers are often heard saying they won't provide warrant, installation or after sales service for their products, which are bought online. While this is among the fast growing category on e-commerce stores as big discounts are offered to customers, it upsets white goods manufacturers. E-commerce stores often communicate with the manufacturer that they are offering steep discounts on their products on the website in order to try to take them into confidence, but many a times they don't. Low prices of white goods selling online not only affects the value of the brand but its Physical retail distributors also take a hit as they can't offer such steep discounts.

In order to stop the customer from buying online Daikin, Videocon, LG, Haier have raised their voices against this, warning them that installation, after sales service, warranty will not be offered. But the truth is, they can't do that and they have to honour the customer's faith in the brand shown by his purchase decision and provide after sales service. After all, the customer is king.

Questions:

- Explain briefly the problem of white goods manufacturers relating to e-commerce stores.
- Do you feel that the solution suggested by manufacturers will stop the customers from buying online?
- As a consumer, give your independent view on the issue.

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