

VCD 17/0

NELO
BMS CONSUMER BEHAVIOUR SEM III ATKT 75 MARKS 2 ½ HRS

- Note: 1. All Questions are compulsory.
2. All Questions carry equal marks.

Q.1 Answer any two (7.5 marks each)

(15)

- Explain social & economic factor as determinants of buyer behaviour.
- Explain Typology & Level of Involvement.
- Enlist the Classification of consumer given by Dickinson.

Q.2 Answer any two (7.5 marks each)

(15)

- Briefly explain McClelland's Theory of need.
- Enlist features of personality.
- Enlist nature of consumer attitude.

Q.3 Answer any two (7.5 marks each)

(15)

- Enlist different stages of family life style.
- Explain the effects of group & significance of group dynamics.
- Explain the role of opinion leader in purchase process.

Q.4 Answer any two (7.5 marks each)

(15)

- Explain How Sheth model of consumer decision making.
- What are the needs for Innovation?
- Write Advantages & Limitations of E-buying.

Q.5 Case Study

(15)

Manish has illustrious academic career. He passes in MMS from Mumbai University with flying colours and started his career with a nationalized bank. After fifteen years of working and having been shifted to different branches in and around Mumbai he is an experienced hand on his job. Today he is a high ranking officer and often tells his subordinates that the secret of his success is his ability to make independent decisions.

Jha is called by the manager and he puts forward three proposals. The bank requires a branch manager at Malda (W.Bengal), Bina (M.P), Aurangabad (Maharashtra). The manager says if you are prepared to accept the promotion please indicate your choice of place. Jha says "give me a day I'll tell you tomorrow." That evening Jha spoke to his wife & asked "How would you like to move to Malda?" Her answer was quick and sharp, "Heavens no, I have lived in Mumbai all my life & I am not prepared to move to an alien place like Malda. If

you are thinking of moving to Malda, you will have to go alone. Out of the three options I can settle for Aurangabad."

The next day Jha met his manager and told him he will accept assignment at Aurangabad.

Questions:

- a. Jha Claims to be making independent decisions. Would you agree with him?
- b. Did Jha made rational decision?

***** All the Best*****

Jha

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