

Roll No.

RGPVONLINE.COM

UR-497

**M. B. A. (FT) (Third Semester)
EXAMINATION, 2011**

CONSUMER BEHAVIOUR

(FSM-1)

Time : Three Hours

Maximum Marks : 80

Section - A

8 each

(Short Answer Type Questions)

Note : Attempt any four questions.

1. 'Every consumer is unique, and any study that concentrates on the "average" consumer is meaningless.' Comment on this statement.
2. Explain the way in which the study of consumer behaviour is linked to the development of marketing strategies.
3. Is it realistic to develop separate brand and marketing strategies for high- and low-involvement segments of a product category ?
4. What are the limits of consumer's ability to acquire and process information ? Are these limits likely to be greater on the web ? Why or why not ?

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5. How can we be creative in capturing consumer's attention to our advertisements ?
6. How might congruity theory and balance theory be useful in understanding consumer's attitudes ?
7. Write short notes on any *two* of the following :
 - (a) Reference Group Influence
 - (b) Diffusion of Innovation
 - (c) Psychographics and lifestyle
8. What major contributions do contemporary models of consumer behaviour make compared to traditional models.

Section - B

16 each

(Long Answer Type Questions)

Note : Attempt any three questions.

1. In what ways have consumers become more empowered because of new technologies ? What are the strategic implications for marketer of this empowerment ?
2. How might motivation research methods help to give us insight into consumer ?
3. What are the potential implications of consumer attitudes towards advertisements ?
4. Comment on consumer behaviour audit.
5. What models or theories have we informally used when thinking about consumer ?

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