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5. Attempt any **two** of the following :

(a) What is absolute threshold and differential threshold? Give suitable examples to suggest the use of these perceptual constructs for the marketers.

(b) Explain multi-attribute model of attitude formation.

(c) Write short notes on :

(i) Attitude towards Ad model

(ii) Consumer socialization (10,10)

(300)

[This question paper contains 4 printed pages.]

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Your Roll No.

M.COM. : SEMESTER – IV (NC) F

Paper No. – MJ-413

Consumer Behaviour

Time : 3 Hours

Maximum Marks : 100

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

*Attempt all parts of the question together.
Be precise in your answers.*

1. Answer any **two** of the following :

(a) Explain with reason the importance of understanding consumer behaviour for the marketers? Support your answer with suitable examples from Indian context.

(b) Explain how the three structural models of attitudes, viz., Tri-component attitude model, Multi-attribute attitude model, and Attitude-towards-the-ad model capture various dimensions of attitude. Illustrate your answer with suitable examples.

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- (c) Consumers have both innate and acquired needs. Give examples of each kind of need and explain how the same purchase can serve either or both kinds of needs. (10,10)

2. Attempt any two of the following :

- (a) Explain Cognitive (Information) Processing Theory of consumer learning.

(b) Distinguish between :

- (i) Compensatory and non-compensatory decision rules

- (ii) Central route to persuasion and peripheral route to persuasion

- (c) People tend to organize numerous stimuli from the environment into the groups and perceive them as unified whole. With suitable examples, explain in the light of basic principles of perceptual organization, i.e., figure-ground, grouping and closure. (10,10)

3. Attempt any two of the following :

- (a) What is cross culture consumer analysis? What are the advantages and disadvantages of a globalized marketing strategy?

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- (b) Concept of family is changing when we see emergence of non-traditional family life-cycle. Comment with references to stages of family life cycle.

- (c) Analysis of consumer behaviour as 'model' puts its complexities in a simple, structured, conscious, mechanical and linear way. Explain with reference to EKB model. (10,10)

4. Explain any two of the following statements giving appropriate reason.

- (a) Consumer learning through Instrumental Conditioning is better than Classical Conditioning but worse than Cognitive Learning Theory.

- (b) Children do not have much purchasing power, relative to other markets. Yet they are believed to be very important in the understanding of consumer behaviour.

- (c) It is mainly for cultural differences that consumers across various parts of the world differ for their behavioural tendencies. (10,10)

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