

2017*Time : 3 hours**Full Marks : 70*

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

*Answer any **seven** questions.*

1. Define Consumer Behaviour. Discuss the application of knowledge of consumer behaviour in marketing decisions.
2. How can marketers influence the information search process of their consumers ? Illustrate by taking suitable examples.
3. Elaborate the various 'Individual' and 'Group' influences on consumer behaviour. What

kind of influences would you expect in the following :

- (a) Choice of a Gymnasium
 - (b) Choce of a Fairness Cream
4. Critically evaluate the "Howard Seth Model" and the 'Engel Blackwell Miniard Model'.
5. Explain the concept of Learning ? Discuss the classical conditioning theory of learning.
6. Discuss the process in Consumer Decision Making. Explain with the help of an example.
7. Write short notes on any two of the following :
- (a) Family Life Cycle Concept
 - (b) Consumer Attitude
 - (c) Influence of Personality on buying behaviour
8. What do you understand by 'Absolute Threshold' and 'Differential Threshold' ? How do marketers apply the concept of Absolute Threshold or Differential Threshold in the marketing strategy ? Explain by taking examples from the FMCG category.

9. Discuss the psychological factors influencing consumer behaviour with suitable examples.
10. What do you mean by 'Consumer Involvement' and what are its marketing implications.

