

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. Question.No.1 is compulsory.
 2. Answer any three questions between Q. Nos. 2-5.
 3. Please support your answers with suitable examples.
 4. Figures to the right indicate marks.

Q1. Explain the role of the consumer decision making model for both a consumer market and organizational market for one of the following products : **(15)**

1. Housekeeping service

OR

2. A Dessert Place (pastries, Ice creams etc.)

Q2. Answer Briefly (Any Two) **(15)**

- a. What is consumer involvement? Explain the two levels of involvement.
- b. Define culture and explain its characteristics.
- c. Describe in detail the relevance of VALS in Consumer Segmentation.

Q3. Explain the following concepts with relevant theories supporting the same : (Any two out of Four) **(15)**

- a. Motivation
- b. Attitude formation
- c. Learning
- d. Perception

Q4. What is the importance of the following aspects in Consumer / Organization decision making process? **(15)**

(Any two out of four)

- a. Reference Groups
- b. Family
- c. Social class
- d. IMC

Q5. Write short notes on : **(15)**

- a. Service markets.
- b. Innovation & Diffusion in Consumer behavior
- c. Perception of Self
- d. Post purchase decision
- e. Organizational buying behaviour