



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year and Program: 2018-19

School of Commerce and Management

Department of SY MBA

Course Code: MMC MM 615

Course Title: Consumer Behaviour

Semester – III

Day and Date

Wednesday 19 Dec 18

End Semester Examination (ESE)

Time: 10.00 pm to 1.00 pm
Max Marks: 100

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Attempt any Two	Marks	Bloom's Level	CO
a)	Discuss brief history of Consumer Behaviour.	07	L ₂	CO1
OR				
a)	Define and explain concept of Consumer Behaviour.	07	L ₂	CO1
b)	Elaborate Psychoanalytical model of Sigmund Freud.	08	L ₂	CO2
OR				
b)	Discuss Sociological model.	08	L ₂	CO2
Q.2	Attempt any Two			
a)	Define and explain concept of motivation in consumer behaviour.	07	L ₂	CO3
OR				
a)	List out features of motivation of buying a car.	07	L ₂	CO3
b)	Explain how Income of consumer affects on buying behaviour.	08	L ₂	CO4
OR				
b)	Assume you want to purchase a washing machine, state the consumer	08	L ₂	CO4

buying decision process.

Q.3	Attempt any Two			
a)	Is consumer behavior myth? Verify the statement.	08	L ₂	CO1
b)	Elaborate assumption of Engell Kollat Blackwell model.	08	L ₂	CO2
c)	Discuss Nicosia model of Consumer Behaviour	08	L ₂	CO3
d)	Explain family types and corresponding products they buy.	08	L ₂	CO4
Q.4	Attempt any Two			
a)	How an organization can be benefited by studying Consumer Behaviour	09	L ₂	CO1
b)	Elucidate factors affecting Industrial buying decision.	09	L ₂	CO1
c)	Explain macro level of Consumer Behaviour with example of House.	09	L ₂	CO2
Q.5	Attempt any Two			
a)	Explain perceptual process in context of consumer behavior in detail.	09	L ₂	CO3
b)	Explain Attitude with example.	09	L ₂	CO3
c)	Explain cultural factor affecting buying behavior of consumer.	09	L ₂	CO2
Q.6	Attempt any Three			
a)	Explain limitations of Howard Seath model.	06	L ₂	CO1
b)	Critically evaluate Engell Kollat Blackwell model.	06	L ₂	CO2
c)	Elucidate which social classes would you approach to sell very expensive smart watch and why?	06	L ₂	CO4
d)	Differentiate how industrial buyers are different from individual customer.	06	L ₂	CO1
