CLASS: BTECH/BARCH   SEMESTER: VII
BRANCH: All   SESSION: MO/2022

SUBJECT: HM324 CONSUMER BEHAVIOUR

TIME: 2 HOURS   FULL MARKS: 25

INSTRUCTIONS:
1. The total marks of the questions are 25.
2. Candidates attempt for all 25 marks.
3. Before attempting the question paper, be sure that you have got the correct question paper.
4. The missing data, if any, may be assumed suitably.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

		CO	BL
Q1 (a) Identify the five buying role of an individual	[2]	I	I
Q1 (b) Describe the characteristics of Consumer Behaviour.	[3]	I	I
Q2 (a) Summarize the concept of Societal Marketing.	[2]	I	II
Q2 (b) Classify the elements of Holistic Marketing Concept	[3]	I	II
Q3 (a) Fill in the blanks:	[2]	II	I

(i) In 1908, Henry Ford introduced the ……………………for motor vehicle construction.
(ii) For Clustered demand, the marketer must use a ………strategy.

Q3 (b) Differentiate between Descriptive variable and Behavioural variable.	[3]	II	II
Q4 (a) Explain diffused demand with the help of a suitable example.	[2]	II	II
Q4 (b) Observe the given figure. Identify and name the Pattern of target market selection and highlight its advantage and disadvantage.	[3]	II	II

	M1	M2	M3
P	NO	NO	YES
1	YES	NO	NO
P	NO	YES	NO

Where, p – product and m – market.

Q5 (a) Explain Limited Problem Solving (LPS) with the help of a suitable example.	[2]	III	II
Q5 (b) Differentiate between Programmed and Non-Programmed decision making.	[3]	III	II

:::::: 30/09/2022 ::::::M