CLASS: BTECH   SEMESTER : VII
BRANCH: BT/CIVIL/CSE/ECE/MECH   SESSION :MO/2023

SUBJECT: HM324 CONSUMER BEHAVIOUR

TIME: 3 Hours   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	Discuss the need for study of consumer behavior.	[5]	1	2
Q.1(b)	Explain the characteristics of consumer behavior.	[5]	1	2
Q.2(a)	Describe the need of market segmentation.	[5]	2	2
Q.2(b)	Examine the basis of market segmentation.	[5]	2	4
Q.3(a)	Differentiate between Programmed and non-programmed decision making.	[5]	3	4
Q.3(b)	Explain the stages in consumer decision making process.	[5]	3	2
Q.4(a)	Explain consumer communication process and discuss the reasons some marketing communication fail.	[5]	4	2
Q.4(b)	Discuss the objectives of marketing communication.	[5]	4	2
Q.5(a)	Analyze the impact of word-of-mouth communication on consumer behavior.	[5]	5	4
Q.5(b)	Discuss the role of opinion leaders in marketing.	[5]	5	2

::::::29/11/2023::::::M