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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE - 2024
SEMESTER - III
Sub.: Consumer Behaviour (MMM306)

Date : 05/06/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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Q. 1. Write Short notes on (Any Three) (15)

1. Perception
2. Subculture
3. Consumer Delight
4. Brand as a factor influencing purchase decision.
5. Impulsive Buying

Q. 2. Answer in detail (Any One) (10)

1. Distinguish between customer and consumer
2. Discuss various types of buying motives

Q. 3. Answer in detail (Any One) (10)

1. Discuss the importance of social media in shaping consumer behavior and buying decisions.
2. Explain the steps involved in the consumer decision-making process.

Q. 4. Answer in detail (Any One) (10)

1. Explain peculiar characteristics of Indian Consumers.
2. Discuss importance of studying consumer behaviour.

Q. 5. Case study (15)

In the dynamic landscape of consumer behavior, impulsive buying plays a significant role in shaping purchasing decisions. ABC Retail, a leading chain of supermarkets in India, noticed that Indian Consumers buy impulsively promotional events and festivals. They observed that impulsive buying behavior is common in Indian consumers rather than planned purchases. The sudden increase in sales of certain products attracted ABC, therefore it decided to instigate consumers to buy impulsively throughout the year.

Question

- 1) What are emotional motives which force consumers to buy impulsively?
 - 2) What promotional strategies can ABC use other than festivals to instigate consumers to buy impulsively?
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