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Sr. No. of Question Paper : 4129

Roll No.....

Unique Paper Code : 248505

Name of the Paper : Consumer Behaviour

Name of the Course : B.A. (Hons.) Business Economics, 2015

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions. **All** questions carry equal marks.

1. Describe the role of young children in the family consumption process. What role do teenagers play in the family decision making. (15)

2. Examine the following buying patterns :-

(a) Buying Sony range of products

(b) Busy executive buying a laptop which is still not so popular in india

(c) Always travelling by Lufthansa Airlines for foreign tours

Explain the theories of learning which you think are suitable in explaining any two of these behaviors. (2×7.5=15)

3. Lakme wants to introduce a new sun screen lotion with a high 'sun protection factor' in the market. Due to its ingredients the lotion is steeply priced as compared to lakme's other products. Explain how lakme should go about with the launching of the product, keeping in mind the various groups of consumer adopters. Explain the reaction of each category of adopters. (15)

P.T.O.

4. Differentiate between any **three** of the following :
- (a) Optimum Stimulation Level Vs Sensation seeking behaviour
 - (b) Dogmatism Vs Inner directed character
 - (c) Beliefs Vs Values Vs Customs
 - (d) Opinion Leaders Vs Consumer Innovators (3×5=15)
5. Observe the following advertisements carefully. For each advertisement there are atleast two concepts of consumer behavior that have been applied. Discuss the concepts involved. (3×5=15)





Dabur Chyawan Junior offers the essential goodness of Chyawanprash, but with a chocolate flavour that makes it more appealing to children. It contains most of the vital herbal ingredients required for healthy living across all age groups, and comes in a granular form.

Dabur
Chyawan Junior
Immunity & Growth

Dabur
Chyawan Junior
Immunity & Growth



Maggi

100% FREE

Maggi

Tomato Sauce

ITS IRRESTIBLE

Nestlé India has always focused its efforts to better understand the changing lifestyles of consumers and their needs. Based on such insights, the Company continuously innovates and renovates. Recent examples are that of MAGGI Tomato Chatpat, a mix of Tomato, Ginger, Garlic & Coriander and Maggi Tomato Pudina mix of Tomato, Mint & Coriander, MAGGI Teekha Masala mix of Tomato, Cumin, Chillies & Coriander.