

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 13/04/2018	III (Fresh / Repeater)	Consumer Behaviour	03.00 PM To 06.00 PM	300002	100

Instructions: Attempt any five questions.

- Q.1** Explain the need of market segmentation and various bases of market segmentation. **20**
- Q.2** Discuss the buying decision process in detail. **20**
- Q.3** What do you understand by perception and attitude? Discuss the various models of attitude. **20**
- Q.4** How do you group influence after consumer Behaviour? Explain factors affecting group influences. **20**
- Q.5** Discuss in detail various types of buying motives. **20**
- Q.6** Explain parent-child influence affection consumer Behaviour. **20**
- Q.7 Write short notes on any two.** **20**
- a) Children's socialization
 - b) Psychological & sociological factors affecting consumer Behaviour.
 - c) Changing lifestyle trends