



BRAINWARE UNIVERSITY

Coursework Examination 2018 – 19 (June 2019)

Programme – Doctor of Philosophy in Management/Doctor of Philosophy in Commerce

Course Name – Consumer Behaviour

Course Code – PHD-CMCB04

Time allotted: 4 Hours

Full Marks: 100

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Objective Type Questions)

10 x 1 = 10

1. *Answer the following*
 - (i) “Individual’s emotion affects buying behavior”. Explain.
 - (ii) Define pre-purchase activity in buying process.
 - (iii) Define Customer Relationship Management.
 - (iv) Discuss the role of Initiator in buying process.
 - (v) Define ‘Relationship Marketing’.
 - (vi) Identify the reason for which customer prefer to buy from a reputed store.
 - (vii) “Decision Model assumes that decision happens in real life situation and not in vacuum”. Explain
 - (viii) Discuss the impact of sub-culture on buying behavior.
 - (ix) Define ‘Pure Impulse Buying’.
 - (x) Discuss the benefit of ‘Customer Loyalty Ladder’.

Group – B

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

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|----|--|---|
| 2. | Difference between Habitual Buying and Impulse Buying. | 5 |
| 3. | Discuss Life style concept in buying behaviour. | 5 |
| 4. | Explain the impact of Female on household's buying. | 5 |
| 5. | “Individual's migration from one culture to another affects the buying behaviour?
Explain | 5 |
| 6. | Define Unsought goods? | 5 |
| 7. | Differentiate between individual buying and organisational buying? | 5 |
| 8. | Explain the impact of ‘Opinion Leader’ on individual and family buying. | 5 |
| 9. | Explain the impact of Individual's perception on his / her buying behavior. | 5 |

Group – C

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

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|-----|---|----|
| 10. | “Consumer Behaviour affects Marketing Strategy”. Explain | 10 |
| 11. | Describe different factors responsible for Consumer's Buying Behaviour. | 10 |
| 12. | Explain different stages in Consumer's buying process. | 10 |
| 13. | Explain Market Segmentation and what are the different factors responsible
for it? | 10 |
| 14. | Is there any change in consumer's buying behavior with change in culture? If
so then discuss the reason of it. | 10 |
| 15. | Explain Howard Seth Model which explain consumer's buying behaviour. | 10 |
| 16. | Try to relate family life cycle with individual's buying behavior. | 10 |
| 17. | Critically analyse the impact of perception on individual's buying behavior. | 10 |
