

**Time: 11:00 to 1:00**

**Date: 09/10/2017**

**Marks: 50**

**Time: 2 hrs.**

**Q-1 Answer the following. (Any Five)**

**[10]**

1. What is consumer learning?
2. What is high and low involvement?
3. Define attitude.
4. Define social class and social status.
5. Define the terms: Diffusion and Adoption of Innovations.
6. What is communication? Why it's important in consumer behaviour?

**Q-2 Answer the following. (Any Two)**

**[20]**

1. Define extensive problem solving, limited problem solving, and routinised response behaviour. What type of decision process expect most consumers to follow in their purchase of following product:
  - a. Soft drink
  - b. Laptop
  - c. A luxurious car
2. Mahindra Club and Resort has explored a new place that combines the benefits of luxury and experience. How it can use the diffusion of innovations framework to develop promotional strategies to the following categories?
  - a. Innovators
  - b. Early adapters
  - c. Early Majority
  - d. Late majority
  - e. Laggards
3. Discuss gifting relationship categories in case of following products:
  - a. A Diwali gift for one family to another family
  - b. A family buy a new car for itself
  - c. Anniversary gift presented from husband to wife
  - d. A girl buys trendy watch for herself

**Q-3 Answer the following in detail. (Any Two)**

**[20]**

1. Discuss about potential unethical marketing practices targeting to children and unaware consumers.
2. Discuss the stages of family life cycle. How it influences consumer behaviour?
3. What is cognitive learning? How consumers store, retain and retrieve information?