

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

MTTM (2018 Batch) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MTTM304-18

M.Code : 76863

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Write briefly :

1. State any two physiological factors affecting consumer behaviour.
2. Define the term personal factors.
3. What is the law commitment consumer behaviour?
4. Define the term purchase decision.
5. What do you mean by innovativeness?
6. Define the concept of social environment.
7. State any two factors affecting the cultural environment.
8. Define the term cross culture impact.
9. What is eco-tourism?
10. Mention any two features of cultural tourism.

SECTION-B

11. What is the importance of need recognition buyer decision making.
12. Discuss the process of various kinds of sports tourism in India.
13. Explain the stages of consumer buying decision process.
14. State the various components of high commitment consumer behaviour.
15. Describe the various reasons for individual differences in innovativeness.

SECTION-C

16. Explain the factors affecting the purchase as well as post purchase behaviour of an individual.
17. Discuss the scope, essentials as well as limitations of black box model of consumer behaviour.
18. Describe the various factors of host-guest interaction which impact on social and cultural environment.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.