

2024

CONSUMER BEHAVIOUR (M1) — MINOR

Paper : MN-3

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

Answer *any five* questions.

2×5

1. What is consumer behaviour?
2. Define marketing.
3. What is market research?
4. Define product.
5. What is social marketing?
6. Define personality in consumer behaviour.
7. What is perception?
8. Give any two examples of service.

Group - B

Answer *any five* questions.

5×5

9. Distinguish between marketing and selling.
10. Briefly explain the importance of consumer protection.
11. State the relevance of marketing information system in consumer behaviour.
12. Discuss the objectives of environmental marketing, in brief.
13. 'Ethics in marketing is a timely need.' — Comment.
14. Point out the limitations of political marketing.
15. Describe the influence of culture in consumer behaviour.
16. Write a short note on healthcare marketing.

Please Turn Over

(1672)

Group - C

Answer *any four* questions.

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| 17. Explain any one consumer behaviour model. | 10 |
| 18. Briefly discuss the stages in consumer decision making process. | 10 |
| 19. "Market research helps in assessing consumer behaviour."– Explain the statement. | 10 |
| 20. Discuss the factors influencing consumer behaviour. | 10 |
| 21. How do the family and opinion leaders influence consumer decision making process? | 5+5 |
| 22. State the impact of communication persuasion on consumer behaviour. | 10 |
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