

Time-1:00 Hour Marketing Research and Consumer Behaviour Max. Marks: 30

Dr. SSB UICET, Panjab University, Chandigarh

21/10/2021 1st Sessional B.E. Chemical MBA 5th Year

Note: Attempt all questions. Each question carry 5 marks.

Instructions: On your Answer sheet, write your name, roll no and class. After completing your exam, scan your answer sheets, make pdf and submit it to the google classroom assigned to you.

QUESTIONS

1. A) Suppose you are in the market for a new Car. Describe the stages of decision-making that you would go through and what would occur at each stage as it relates to this purchase. (10)

B) Mention all the consumer behaviour models. Explain briefly any one model (5)

 2. A) What is motivation and what are the outcomes of motivation? Men and women are motivated by different types of goals. Explain how they could impact on how a consumer behaves in the marketplace? (7)

B)What is 'reference group'? Explain its relevance to consumer behavior. Mention type of reference group will have a greater impact on you while making the following purchases . (8)
 - a. Fashion clothing
 - b. Real estate
 - c. A laptop
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