



# UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Consumer Behavior – Elective (Marketing Specialization)

MAX. TIME: 3 Hrs.

PAPER: 9

MAX. MARKS: 100

**NOTE: Attempt any FIVE questions in all while Question No. 1 is Compulsory.**

**Q. 1** Write short answers of the following. All questions carry equal marks 4\*10

1. What is the importance of Psychographics factors in consumer analysis?
2. For a product or service situation: What is the predominant social class of buyer?
3. What is information processing? How does it differ from perception?
4. What criteria's are used by marketers to classify groups?
5. What is meant by Diffusion process?
6. Describe the multistep model of communication.
7. What are Conscious and Unconscious motives?
8. Define subculture. Briefly discuss the nature of subculture.
9. Define Group. List down some types of groups.
10. List the three broad classes of message codes.

**Part 2** Attempt any four questions. Each question carry 15 marks 4\*15

- Q2. Describe the general types of consumer decisions. Why is it important to understand consumer decision making?
- Q3. Discuss in detail The Adoption Process. Also draw the flow chart/diagram.
- Q4. Inter-relate the Market segmentation and Product Positioning. Discuss strategies to Position Products.
- Q5. What are Reference groups? Discuss the various types of Reference Groups.
- Q6. What is learning? Briefly explain its importance to understanding consumer behaviour.
- Q7. Who are market opinion leaders? How do they differ from those they influence?

# Icm Past Paper Of Consumer Buying Behaviour

**Arch G. Woodside, Jagdish N.  
Sheth, Peter D. Bennett**



## **Icm Past Paper Of Consumer Buying Behaviour:**

**CONSUMER BEHAVIOR** Dr. Pushpam Singh, 2025-02-19 The handloom industry holds a rich cultural heritage and serves as a vital sector of India's economy symbolizing traditional craftsmanship and providing employment to millions across the country. Amid rapid industrialization and evolving consumer preferences, handloom products have witnessed a dynamic transformation in terms of their market positioning and consumer demand. Chhattisgarh, known for its distinctive handloom traditions such as Kosa silk and Bastar art, presents a unique case for exploring consumer behavior towards these artisanal goods.

**The Oxford Handbook of Environmental and Conservation Psychology** Susan D. Clayton, 2012-10-18 First handbook to integrate environmental psychology and conservation psychology

**ICM Millennium Lectures on Games** Leon A. Petrosjan, David W.K. Yeung, 2013-04-17 Since the first Congress in Zürich in 1897, the ICM has been an eagerly awaited event every four years. Many of these occasions are celebrated for historic developments and seminal contributions to mathematics. 2002 marks the year of the 24th ICM, the first of the new millennium. Also historic is the first ICM Satellite Conference devoted to game theory and applications. It is one of those rare occasions in which masters of the field are able to meet under congenial surroundings to talk and share their gathered wisdom. As is usually the case in ICM meetings, participants of the ICM Satellite Conference on Game Theory and Applications, Qingdao, August 2-02, hailed from the four corners of the world. In addition to presentations of high quality research, the program also included twelve invited plenary sessions with distinguished speakers. This volume, which gathers together selected papers read at the conference, is divided into four sections: I Foundations: Concepts and Structure; II Equilibrium Properties; III Applications to the Natural and Social Sciences; IV Computational Aspects of Games.

**Consumer Behavior for Marketing Managers** John A. Quelch, Ian Fenwick, 1984 Abstract Thirty-six authoritative overviews address the latest findings and current knowledge of consumer attitudes and behavior from a marketing standpoint. Emphasis is placed on specific practical applications to marketing strategies as the justification for the theories and conceptual framework presented, leading to improved marketing management decision making. The overviews are organized under 8 central themes: fundamental models of consumer behavior and marketing; various key influential factors affecting consumer behavior; the processes involved in consumer decision making; issues and practical considerations in consumer behavior relative to market segmentation strategies; factors affecting the consumer acceptability of new products; the influences of pricing policies; consumer perceptions derived or affected by advertising and multimedia information sources; and the effective use of and pitfalls in managerial applications of consumer research findings.

**Selected Aspects of Consumer Behavior**, 1977

**The Psychology of Consumer Behavior** Brian Mullen, Craig Johnson, 2013-06-17 After years of study in the area of consumer behavior, Mullen and Johnson bring together a broad survey of small answers to a big question: Why do consumers do what they do? This book provides an expansive, accessible presentation of current psychological theory and research as it illuminates fundamental issues.

regarding the psychology of consumer behavior The authors hypothesize that an improved understanding of consumer behavior could be employed to more successfully influence consumers use of products goods and services At the same time an improved understanding of consumer behavior might be used to serve as an advocate for consumers in their interactions in the marketplace      **Proceedings of MAC-MME 2016** group of authors,2016-12-07 The conference proceedings

Multidisciplinary Academic Conference on Management Marketing and Economics Czech Republic Prague MAC MME 2016

Routledge Handbook of Sustainable Product Design Jonathan Chapman,2017-05-08 As a cultivated form of invention product design is a deeply human phenomenon that enables us to shape modify and alter the world around us for better or worse The recent emergence of the sustainability imperative in product design compels us to recalibrate the parameters of good design in an unsustainable age Written by designers for designers the Routledge Handbook of Sustainable Product Design presents the first systematic overview of the burgeoning field of sustainable product design Brimming with intelligent viewpoints critical propositions practical examples and rich theoretical analyses this book provides an essential point of reference for scholars and practitioners at the intersection of product design and sustainability The book takes readers to the depth of our engagements with the designed world to advance the social and ecological purpose of product design as a critical twenty first century practice Comprising 35 chapters across 6 thematic parts the book s contributors include the most significant international thinkers in this dynamic and evolving field      **Consumer and Industrial Buying Behavior** Arch

G. Woodside,Jagdish N. Sheth,Peter D. Bennett,1977      **Resources in Education** ,1982      **Abstracts ... Annual Meeting**

**of the American Public Health Association and Related Organizations** American Public Health Association. Annual

Meeting,1994      **Index of Conference Proceedings** ,1989      **A Clearing in the Forest** Steven L. Winter,2003-09 A

revolution in the cognitive sciences has irrevocable transformed our basic understanding of the mind establishing that imagination is both central to cognition and that imagination is an orderly systematic embodied process This book applies this understanding to the discipline of law      **Resources in Education** ,1982      *Journal of Econometrics* ,2001

Bibliographic Guide to Business and Economics New York Public Library. Research Libraries,1976      **Key to Economic**

**Science** ,1974      **Danish Medical Bulletin** ,1954      **Comparative Marketing Systems** Erdener Kaynak,Ronald

Savitt,1984      Marketing History--its Many Dimensions ,1991

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## **Table of Contents Icm Past Paper Of Consumer Buying Behaviour**

1. Understanding the eBook Icm Past Paper Of Consumer Buying Behaviour
  - The Rise of Digital Reading Icm Past Paper Of Consumer Buying Behaviour
  - Advantages of eBooks Over Traditional Books
2. Identifying Icm Past Paper Of Consumer Buying Behaviour
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Icm Past Paper Of Consumer Buying Behaviour
  - User-Friendly Interface
4. Exploring eBook Recommendations from Icm Past Paper Of Consumer Buying Behaviour
  - Personalized Recommendations
  - Icm Past Paper Of Consumer Buying Behaviour User Reviews and Ratings
  - Icm Past Paper Of Consumer Buying Behaviour and Bestseller Lists
5. Accessing Icm Past Paper Of Consumer Buying Behaviour Free and Paid eBooks
  - Icm Past Paper Of Consumer Buying Behaviour Public Domain eBooks
  - Icm Past Paper Of Consumer Buying Behaviour eBook Subscription Services
  - Icm Past Paper Of Consumer Buying Behaviour Budget-Friendly Options

6. Navigating Icm Past Paper Of Consumer Buying Behaviour eBook Formats
  - ePub, PDF, MOBI, and More
  - Icm Past Paper Of Consumer Buying Behaviour Compatibility with Devices
  - Icm Past Paper Of Consumer Buying Behaviour Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Icm Past Paper Of Consumer Buying Behaviour
  - Highlighting and Note-Taking Icm Past Paper Of Consumer Buying Behaviour
  - Interactive Elements Icm Past Paper Of Consumer Buying Behaviour
8. Staying Engaged with Icm Past Paper Of Consumer Buying Behaviour
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Icm Past Paper Of Consumer Buying Behaviour
9. Balancing eBooks and Physical Books Icm Past Paper Of Consumer Buying Behaviour
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Icm Past Paper Of Consumer Buying Behaviour
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Icm Past Paper Of Consumer Buying Behaviour
  - Setting Reading Goals Icm Past Paper Of Consumer Buying Behaviour
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Icm Past Paper Of Consumer Buying Behaviour
  - Fact-Checking eBook Content of Icm Past Paper Of Consumer Buying Behaviour
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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referencequestions 65

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