



# UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

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

Roll No. ....

**Subject: Consumer Behavior – Elective (Marketing Specialization)**  
**PAPER: 9**

**MAX. TIME: 3 Hrs.**  
**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

**O García**



## **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.

**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.

**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.

**Selected Aspects of Consumer Behavior**, 1977

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

**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 wz

*Consumer and Industrial Buying Behavior* Arch G. Woodside, Jagdish N. Sheth, Peter D. Bennett, 1977      **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      *Handbook of Economic Psychology* W.F. Van Raaij, G.M. van Veldhoven, K.E. Wärneryd, 2013-03-09 The idea to publish a Handbook of Economic Psychology came up as a natural consequence of a discussion concerning appropriate reading material for courses in economic psychology The discussion took place a few years ago in the Department of Economic Psychology at Tilburg University The Netherlands It was noted that there was a surprising lack of collections of pertinent readings to say nothing about the lack of textbooks in the English language So the present editors who had been involved in the discussion decided to start working on a Handbook The situation has changed quite a lot since then There are now a number of books internationally available in the English language in economic psychology or behavioral economics The interest in this field of study is expanding quite impressively The Journal of Economic Psychology is now 1988 in its ninth volume and many other journals are publishing articles in the field The application of psychological theories and methods to economic problems or the study of economic experiences and behavior is variously referred to as economic psychology or behavioral economics While in principle we do not want to overdo the differences between the two we have a feeling that economic psychology has a slightly stronger flavor of psychology than behavioral economics which in its turn seems to be closer to economics Psychologists tend to feel more at home in economic psychology while economists seem to favor behavioral economics      **Consumer Behavior** Del I. Hawkins, Roger J. Best, Kenneth A. Coney, 1983      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      **Resources in Education**, 1982      *Evaluating Advertising* Benjamin Lipstein, William James

McGuire,1978      **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      **Behavioural Foundations of Economics** J. Baxter,2016-07-27

In recent years work on what may broadly be described as behavioural economics has expanded rapidly and is now attracting the attention of leading figures in economics such as Kenneth Arrow Much of the work however has concentrated on particular aspects of individual and aggregate behaviour The book attempts to construct a unified framework showing both how behavioural variables form the basis of economic activity and how behavioural and economic variables interact to determine individual and aggregate behaviour      **Bibliographic Guide to Business and Economics** New York Public Library. Research Libraries,1976

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