

Roll No.....

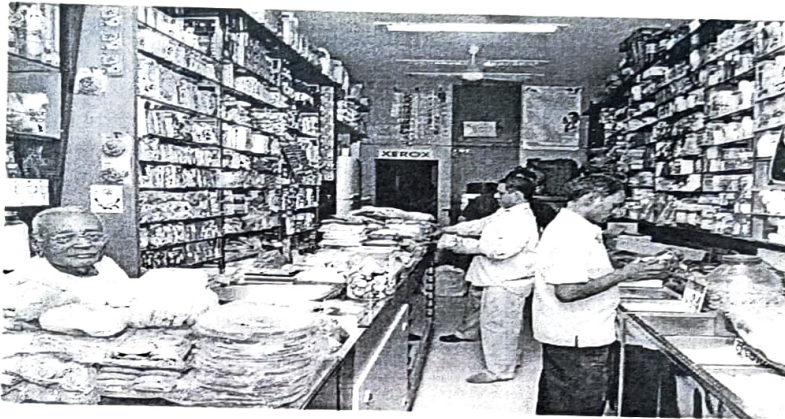
Jamia Hamdard
School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
BBA – MBA –Integrated VIII Semester
MBA(I)-CG-202
CONSUMER BEHAVIOUR

Duration: 3 Hour

Max.Marks -75

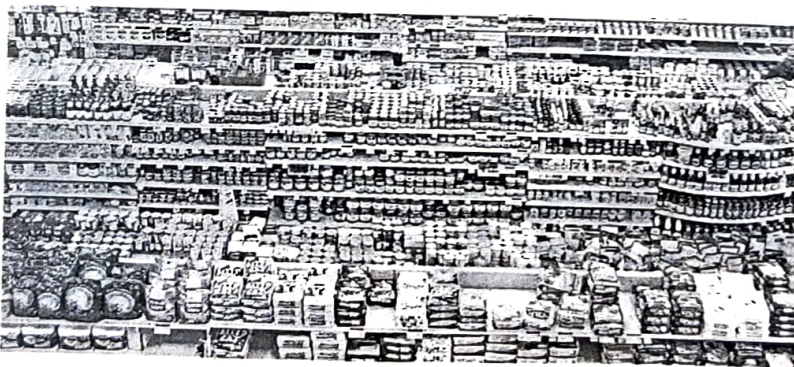
(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks.



Q1:

Interpret the picture in the light of Indian consumer behaviour. Which caveat will you add to your argument?



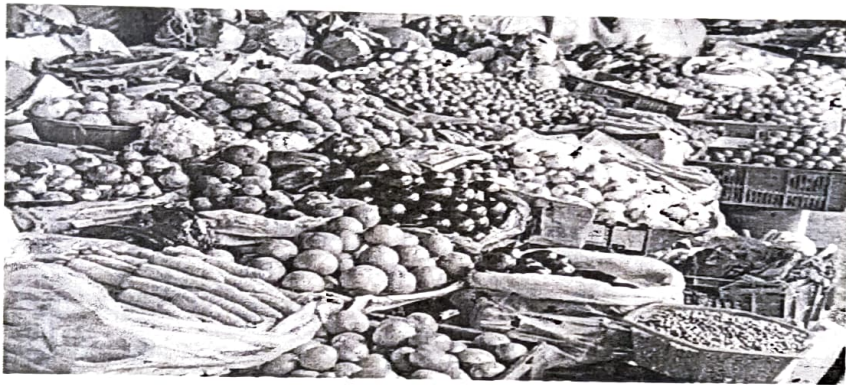
Q2:

When dealing with a vast array of FMCGs like above, how will you educate your consumer about the in-store behaviour as far as consumer learning is concerned.



Q3:

As a marketer of footwear, use your knowledge of consumer personality to help this prospective customer in making a purchase decision.



Q4:

Assist your chef at home to choose from above the best possible mix to suit your palate, health and lifestyle.



Q5:

Will consumer perception have any role to play in the context of above figure as far as product placement and visual merchandising is concerned? Substantiate your argument.



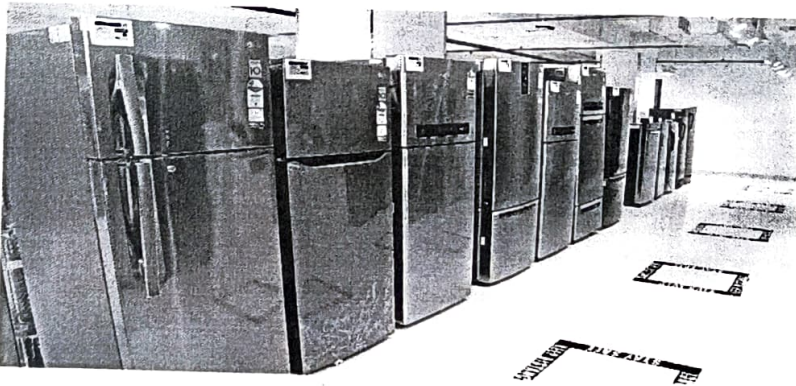
Q6:

Hedonism is the most important facet of shopping and consumption. Do you agree? Explain your viewpoint.



Q7:

Which kind of shoppers/consumers will the layout of this shopping mall appeal to? Elucidate in the background of consumer motivation and consumer personality.



Q8:

Buyers might get frustrated as a result of confusion emanating from too many options to buy. As an electronics/electrical store manager, what strategies will you adopt to reduce this confusion and hence customer frustration.
