

W-1086

**M.B.A. (General) (N.C.) (Final Year) Examination,
(Distance Mode) December-2020**

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Paper - 601

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 21

Note : Attempt **all** questions.

- Q.1. Explain the Howard-Sheth model of consumer behaviour.
- Q.2. Explain the concept of diffusion of innovation.
- Q.3. Explain the process of consumer research.
- Q.4. What is consumer behaviour? Explain it's importance for marketers?
- Q.5. What are various attributes which determine behaviour of consumer?

