

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**June, 2013**

**MCNE-032 : CONSUMER BEHAVIOUR AND CRM**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) *Answer any five of the following.*

(ii) *All questions carry equal marks.*

1. 'A study of consumer behaviour is the foundation for marketing strategies'. Explain the above statement with suitable examples. 20
2. Explain the consumer motivation process and theories of consumer motivation. 20
3. How do marketers use consumer perception for positioning strategies ? 20
4. Briefly explain the following :
  - (a) Consumer learning process 10
  - (b) Trait theory of personality 10
5. What are reference groups ? Explain various types of reference groups and their impact on consumer behaviour with examples. 20

6. Explain the decision making process of consumers. How does it differ between house-hold consumers and industrial buyers ? 20
7. Explain the marketing applications of CRM in details. 20
8. Write short notes on the following :
- (a) Ethical issues in CRM 10
  - (b) Analytical CRM 10
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