

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Answer any five questions. All questions carry equal marks.*

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1. Define consumer behaviour and outline the need to study consumer behaviour ?
2. Explain the role of attitude in consumer decision making process with the help of suitable examples.
3. Write notes on the following :
  - (a) Cross cultural influences.
  - (b) Buying Motives.
4. Name and explain the five kinds of reference group and how reference groups affect decision making for a consumer ?
5. What would be the consequences of consumer being dissatisfied with their purchase decision ?
6. How can organizational structure support Innovation Management ?

7. Explain the various factors to be kept in mind while selecting CRM ?
  8. Write notes on the following :
    - (a) Outlet Selection.
    - (b) Group Influences.
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