

Roll No. ....

Total Pages : 3

**343303**

**December, 2019**  
**MBA/III SEMESTER**  
**Consumer Behaviour (MB/MM210)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART - A**

1. (a) Explain the role of family in decision-making. (1.5)
- (b) How does attitude get formulated? (1.5)
- (c) Explain the role of values on consumer behavior. (1.5)
- (d) What is the role of involvement? (1.5)
- (e) Explain types of consumer markets. (1.5)

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- (f) What is the impact of perception on consumer behavior? (1.5)
- (g) Explain the concept of just noticeable difference. (1.5)
- (h) Does lifestyle influence consumer behavior? (1.5)
- (i) Explain the process of consumer research. (1.5)
- (j) Define the consumer research. (1.5)

### **PART - B**

- 2. Explain the role of social class and various reference groups in consumer decision-making. (15)
- 3. Explain the effect of learning and perception on consumer behavior. (15)
- 4. Differentiate between individual consumer behavior and organizational consumer buying. Explain the factors affecting organizational buying. (15)
- 5. Define the consumer behavior. Explain the scope and applications of this concept. (15)

6. Explain the process of diffusion of innovation in detail. (15)
7. How does culture and subculture affect the consumer behavior? Analyze taking the cases from the Indian culture. (15)
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