

**YMCA UST- MAY 2018**

**MBA, 3rd SEMESTER**

**Consumer Behaviour (MBA/M211 )**

Time: 3 Hours

Max. Marks : 60

Note: 1. It is compulsory to answer all the questions of Part -1(2 marks each). Limit your answers within 20-40 word in this part.

2. Answer any four questions from Part -2 in detail.

3. Different parts of the same question are to be attempted adjacent to each other.

**PART -1**

Briefly explain the following

- Q1 (a) Consumer markets (2)  
(b) Consumer Values (2)  
(c) Post Purchase Behaviour (2)  
(d) Nature of consumer behaviour (2)  
(e) Consumer perception (2)  
(f) Business buyer (2)  
(g) Consumer lifestyle (2)  
(h) Cross cultural consumer behaviour (2)  
(i) Consumer learning process (2)  
(j) Simplified model of consumer decision making (2)

**PART -2**

- Q2 How culture is different from sub-culture? Explain the effect of culture and subculture on consumer behaviour. (10)
- Q3 (A) Explain the concept of diffusion of innovation. (5)  
(B) What do you understand by consumer research. (5)
- Q4 What is consumer behaviour? Describe its scope. Also explain the significance of consumer behavior for marketing manager. (10)
- Q5 What is consumer attitude. How it is formed? Is it possible for the company to change the attitude of consumers towards its brand. If Yes, suggest the ways by which company can do so. (10)
- Q6 Discuss how reference groups and family influence buying decisions. Explain the role played by family members in buying TV for home. (10)
- Q7 Write a short note on (5x)  
(A) Types of buying behaviour 2=1  
(B) Different roles in buying behaviour 0)

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