

Roll No.

243302

May, 2019
MBA - 3rd Semester (Reappear)
Consumer Behaviour (MBA/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 types of buying behavior. (1.5)
(b) What is the role of involvement? (1.5)
(c) Explain impact of perception on consumer behavior. (1.5)
(d) How does lifestyle affect consumer behavior? (1.5)
(e) Explain the concept of just noticeable difference. (1.5)
(f) How does social class influence consumer behavior? (1.5)

- (g) Explain consumer research. (1.5)
- (h) Explain types of consumer markets. (1.5)
- (i) Do children influence consumer behavior? (1.5)
- (j) What do you mean by consumer satisfaction? (1.5)

PART-B

2. Explain consumer decision making process of purchase of a luxury car in detail. (15)
 3. Explain the process of attitude formation and change. (15)
 4. Define culture. Explain the influence of culture and subculture on consumer behavior. (15)
 5. What are the barriers of communication? Explain various ways to make communication effective by the marketer. (15)
 6. Explain the process of diffusion of innovation in detail. (15)
 7. Explain the role of different reference groups in consumer decision making. (15)
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