

Roll No.

Total Pages : 3

243302

December, 2019

**MBA-III SEMESTER Reappear
CONSUMER BEHAVIOR (MBA/MM 210)**

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. Explain the following :
 - (a) Role of involvement. (1.5)
 - (b) Customer Loyalty. (1.5)
 - (c) Personality. (1.5)
 - (d) Reference group. (1.5)
 - (e) Cognitive learning. (1.5)

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- (f) Culture. (1.5)
- (g) Classification of adopters. (1.5)
- (h) Consumer Values. (1.5)
- (i) Social Class. (1.5)
- (j) Consumer Markets. (1.5)

PART - B

- 2. (a) Define consumer behaviour and explain its interdisciplinary behaviour. (5)
- (b) "GYMFIT" a new health club with Gymnasium and Spa facilities has recently been launched and is offering annual and monthly subscriptions.
 - (i) What are the possible Post-purchase behaviour in this case?
 - (ii) What is the significance of Post-purchase dissonance for this health club? What steps might it take to reduce this? (10)
- 3. (a) What is the role of self concept in consumer behaviour? Give suitable example. (5)
- (b) Explain stages of Consumer decision process model in detail. (10)

- 4. Briefly describe various theories of personality and how do these theories help in understanding consumer behaviour. (15)
- 5. (a) Write a detail note on consumer research. (5)
- (b) What are sources of information and factors leading to high and low information search? (10)
- 6. (a) How does reference group influence vary over product categories ? What type of reference group influence can you expect for the following products and why?
 - (i) Clothing.
 - (ii) Bread.
- (b) For the above two product categories explain the kind of information search behaviour you can expect from the consumers and why? (15)
- 7. What are various types of diffusion? List and explain factors responsible for spread of Innovation. (15)