

Roll No.

Total Pages : 2

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December 2022

MBA (Executive) 3rd Semester

Consumer Behaviour (MBA-E-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. (a) Differentiate between B2B and B2C market. (1.5)
- (b) Explain various types of Adopters. (1.5)
- (c) What is the impact of social class on consumer decision making? (1.5)
- (d) How does culture effect consumer behavior? (1.5)
- (e) Explain role of personality in consumer behavior. (1.5)
- (f) Explain the effect of perception on consumer behavior. (1.5)
- (g) Explain concept of market research. (1.5)

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- (h) What is role of involvement? (1.5)
- (i) Explain the impact of life style on consumer behavior. (1.5)
- (j) Explain the concept of subculture. (1.5)

PART-B

2. What is the process of consumer decision making? Elaborate with the help of examples. (15)
3. Explain the process of marketing communication in detail. (15)
4. How does the consumer decision making differs under different situations? Differentiate between EPS, LPS and RPS. (15)
5. Explain the role of family and reference group in consumer decision making. (15)
6. What is innovation? Explain various factors affecting diffusion of innovation in Indian Market. (15)
7. How does attitude get formulated? How does marketer change the attitude of consumers with help of various marketing strategies? Elucidate. (15)