

Roll No.

Total Pages : 2

701304

December 2022

MBA 3rd Semester

Consumer Behaviour (MS-MM-210)

Times : 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) What is role of opinion leader in diffusion on innovation? (1.5)
- (b) Explain types of consumer markets. (1.5)
- (c) What is role of family in decision-making? (1.5)
- (d) How does social class effect consumer behaviour? (1.5)
- (e) Explain role of reference groups in consumer behaviour. (1.5)
- (f) Explain the concept of learning. (1.5)

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- (g) Explain concept of attitude formulation and change. (1.5)
- (h) What is perception? (1.5)
- (i) Explain process of communication. (1.5)
- (j) Explain culture and subculture. (1.5)

PART-B

- 2. Explain the role of involvement under EPS, LPS and RPS. (15)
 - 3. Explain the process of market research in detail. (15)
 - 4. Explain the detail process of consumer decision-making with the help of examples. (15)
 - 5. Explain the theories of motivation that effect consumer behaviour. (15)
 - 6. Explain the process of diffusion of innovation in detail. (15)
 - 7. Explain the role of personality in consumer behaviour. How does marketer use various aspects of personality while designing marketing strategies? (15)
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