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December 2022 MBA 3rd Semester Consumer Behaviour (MS-MM-210)

Times: 3 Hours] [Max. Marks: 75]

S.THAS

Instructions:

701304/125/111/11

- 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

Explain the theories of motivellon that efficit consumer

1.		What is role of opinion leader in diffusion	on on	
1150	in de	Explain the process of diffusion of noise and alarged	(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 behavious as marketer use various as	r behaviour?	
		designing marketing strategies	(1.5)	
	(e)	Explain role of reference groups in cons	sumer	
		behaviour.	(1.5)	
	(f)	Explain the concept of learning.	(1.5)	

	(g)	Explain concept of attitude formulatio	n a a	
		change.	(1.5)	
	(h)	What is perception?	(1.5).	
	(i)	Explain process of communication.	(1.5)	
	(j)	Explain culture and subculture.	(1.5)	
		(OULLERS CEA) unoimment our mond's		
		PART-B		
2.	Exp	plain the role of involvement under EPS, LPS and	RPS.	
			(15)	
			5) - 11 -	
3.	Exp	plain the process of market research in detail.	(15)	
	Verb	plain the detail process of consumer decision-n	naking	
4.	-	th the help of examples.	(15)	
	VV 20	afficient to a continue of the		
5.	Ex	Explain the theories of motivation that effect consume		
	beh	naviour.	(15)	
	. Alex	d. V seed of apparent brader in 400	otoil	
6.	Exp	plain the process of diffusion of innovation in d	110000000000000000000000000000000000000	
		ers to remarkation to the second second	(15)	
7	Dv.	plain the role of personality in consumer behavior	ır. How	
1.	EX]	es marketer use various aspects of personality	while	
		signing marketing strategies?	(15)	