

Roll No.

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Total Pages : 03

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May 2024

M.B.A. (Re-appear). (Fourth Semester)

Consumer Behaviour (MS-MM-210)

Time : 3 Hours]

[Maximum Marks : 75

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) What is black box ? 1.5
- (b) Explain various types of consumer markets. 1.5
- (c) What is the impact of personality on consumer decision making ? 1.5
- (d) How does attitude effect consumer behavior ? 1.5

- (e) Explain the role of motivation in consumer behaviour. 1.5
- (f) Explain the effect of perception on consumer behaviour. 1.5
- (g) Explain market communication. 1.5
- (h) Who are opinion leaders ? 1.5
- (i) Explain the impact of life style on consumer behaviour. 1.5
- (j) Explain factors affecting 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 research 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. Explain the model of diffusion of innovation in detail. 15
- 7. Explain the effect of culture and subculture on consumer behaviour. 15