

Roll No.

Total No. of Questions : 07]

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MBA (Sem. - 3rd)

CONSUMER BEHAVIOUR

SUBJECT CODE : MB - 901 (2k8 & Onwards)Paper ID : [C0153]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A**Q1)****(10 × 2 = 20)**

- a) Why is it important to study consumer behaviour?
- b) What are advantages of market segmentation?
- c) What is vanity?
- d) Define attitudes.
- e) What is meant by norms?
- f) What do you mean by group dynamics?
- g) What is meant by consumer perception?
- h) What do you mean by family life cycle?
- i) What do you mean by consumer innovator?
- j) What is meant by product personality?

Section - B

(4 × 10 = 40)

- Q2) Highlight the various stages involved in conducting consumer research process, with examples.
- Q3) Critically examine Nicosia model of consumer decision making, with suitable illustrations.
- Q4) Explain various theories of consumer learning, with illustrations.
- Q5) What are the various functions of the family. Describe family decision making, with examples.
- Q6) (a) Highlight the process of diffusion of innovation, with examples.
(b) Write a note on opinion leadership.
- Q7) Write notes on :
(a) Reference Groups.
(b) Bases of market segmentation.

