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Roll No.	Total No. of Pages
16393	02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
CONSUMER BEHAVIOUR

Subject Code : MBA-901

Paper ID : [C1171]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Outlining purposes for market segmentation. 16899
2. Why are motivations the driving force behind consumer behavior? 16899
3. What is subliminal perception? How does it affect marketers? 16899
4. What is conformity? Discuss role of reference group in encouraging conformity. 16899
5. How is it possible for marketers to persuade regular cola drinkers to become diet cola drinkers? 16899
6. Describe the generalized profile of opinion leaders. 16899

SECTION-B

UNIT-I

7. Define consumer behavior. Discuss the role of segmentation and targeting in increasing a marketers understanding of the consumer behavior.
8. Discuss in detail the consumer behavior research process. Differentiate between qualitative and quantitative research designs and their applications in consumer research.

