

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
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MBA 3rd Semester Examination

Consumer Behaviours (N.S.)

MK-02

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Short Note type questions. All questions are compulsory.

1. Acquired needs
2. Trait theory
3. Absolute threshold
4. Cognitive dissonance
5. Shopping groups
6. Social class
7. Ego defensive function
8. Focus group
9. Geographic segmentation
10. Acculturation & Enculturation. (2×10=20)

SECTION - B

Short Answer question. Answer any four out of six questions.

1. Discuss briefly the dimensions of consumer behaviour.

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[P.T.O.]

2. Why are consumer's needs and goals constantly changing? List three factors that influence the formation of new goals.
3. Bring out the relevancy of Pavlov and Skinner theories of learning to marketing.
4. Does product consumption differ with social class? Explain.
5. Why is an opinion leader a more credible source of product information than an advertisement for the same product?
6. Describe the role of young children in the family consumption process. **(4×5=20)**

SECTION - C

Essay type questions. Answer any two of the four.

1. Discuss various disciplinary focus in the area of consumer behaviour and also explain how it helps in the study of consumer behaviour.
2. Examine the dynamics of husband and wife decision making as a family decision making process.
3. Discuss the process of consumer decision making. Also are any one model of your choice for discussion.
4. Specify the importance of post purchase behaviour study, suggest ways and means of managing dissonance. **(2×10=20)**