

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1860

MBA 3rd Semester Examination

Consumer Behavior (NS)

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. Market segmentation
2. Qualitative research
3. Consumer behavior
4. Perception
5. Learning
6. Multi attribute
7. Culture
8. Group dynamics
9. Personal influence
10. Diffusion of Innovation (2×10=20)

[P.T.O.]

SECTION - B

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

11. Explain the scope and importance of consumer behavior.
12. Discuss the process of consumer research.
13. Discuss the concept and elements of perception.
14. What are the functions of attitude?
15. Briefly explain the family life cycle.
16. Explain the profile of consumer innovator. (4×5=20)

SECTION - C

Essay type questions. Answer any two of the four.

17. Discuss the bases of market segmentation. What are the benefits of segmentation?
 18. What are the functions of attitude? Also explain the functions of attitude.
 19. Discuss the concept of social class. Also discuss the measurement and applications of social class.
 20. Explain the process of opinion leadership. How can it be used for firm's promotional strategies? (2×10=20)
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