

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

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MBA 3rd Semester Examination

Consumer Behaviour (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. Consumer behavior.
2. Market segmentation.
3. Motivation.
4. Personality.
5. Self concept.
6. Social class.
7. Value and norms.
8. Family life cycle.
9. Opinion leadership.
10. Personal influence. (2×10=20)

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SECTION - B

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

11. Discuss the scope of consumer behavior.
12. Explain the process of consumer research.
13. Discuss the different types of motivation.
14. What are the various elements of perception?
15. Explain the measurement and application of social class.
16. Explain the firm's promotional strategy. (4×5=20)

SECTION - C

Essay type questions. Answer any two of the four.

17. Discuss the process and models of consumer decision making.
18. What is consumer learning? Discuss in detail behavioral theory of learning.
19. Discuss the concept of group dynamics. Also explain the family decision making process with help of suitable example.
20. Explain the diffusion and adoption process of innovation. (2×10=20)