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M. B. A. (Third Semester) Examination,

~~NOV-DEC~~ **April-May 2020** / **NOV-DEC 2020**

(New Scheme)

(Management Branch)

CONSUMER BEHAVIOUR

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any two parts from each section.

Each question carries equal mark (8 marks).

Section-I

1. (a) What do you mean by Consumer Behaviour? Explain consumer buying process & factor influence consumer buying process.

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- (b) Explain inter-disciplinary nature and objectives of consumer behaviour. Also explain the diversity of consumer behaviour from traditional to modern view.
- (c) Explain consumer research. What are the major steps involved in consumer research process? Explain.

Section-II

2. (a) Explain various general model of consumer behaviour. Explain each model with example.
- (b) Explain Engle-Kollat-Blackwell Model of consumer behaviour.
- (c) What do you mean by diffusion of innovation? Explain its element, process and different adopter categories.

Section-III

3. (a) What do you mean by Perception? Explain process of perception in brief.
- (b) What do you mean by personality? Explain the role of personality in consumer behaviour. Briefly explain Sigmund Freud's theory of personality.

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- (c) Define consumer learning. Explain the various components of learning process. Also explain classical conditioning theory of learning.

Section-IV

4. (a) Explain consumer attitude. Also explain consumer attitude formation & change strategy.
- (b) Explain elaborate likelihood model (ELM Model) in brief. How marketer of a FMCG product can use this model for increasing the sales of product?
- (c) What do you mean by motivation? Explain different monetary and non monetary sources of consumer motivation in brief.

Section-V

5. (a) What do you mean by reference group? What are the types of groups relevant to consumer behaviour, also explain their importance?
- (b) What are the different stages in family life cycle? Explain how marketers of fast food would use the family life cycle concept in their strategy?

(c) What is the effect of Culture and Sub-culture on Consumer Behaviour? Explain various strategy adopted by marketer to deal with cross culture environment.