

Roll No.

Total No. of Questions : 07]

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MBA (Sem. - 3rd / 4th)
CONSUMER BEHAVIOUR
SUBJECT CODE : MB - 901 (2K8 Batch)
Paper ID : [C0153]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 x 2 = 20)

- a) What is the scope of consumer behaviour?
- b) What is qualitative research?
- c) List down the bases for market segmentation.
- d) Differentiate between needs and goals.
- e) What is perceptual threshold?
- f) Define Personality.
- g) What is instrumental conditioning?
- h) Define values.
- i) What are the stages of family life cycle?
- j) Who is an opinion leader?

Section - B

(4 x 10 = 40)

- Q2) Define consumer behaviour and explain its interdisciplinary nature.
- Q3) Critically evaluate Eengell kollat-Blackwell model of consumer decision making.
- Q4) Briefly describe various theories of personality and discuss how do these theories help in understanding consumer behaviour?
- Q5) Explain cognitive dissonance theory. How can marketers reduce dissonance experienced by consumer?
- Q6) Discuss the profile of consumer innovator.
- Q7) Define culture. Explain the affect of culture and subculture on consumer behaviour. Give suitable examples to support your answer.

