

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA
15MNG306A

3rd Semester Regular Examination 2016-17

CONSUMER BEHAVIOR

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y711

**Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.**

Part – A (Answer all the questions)

Q1 Fill in the Blanks: (2 x 10)

- a) Psychographic segmentation is also known as _____
- b) The impregnable opaque black box stands for _____
- c) The lowest level at which an individual can experience a sensation is known as _____
- d) An Attitude Model consisting "Affect" as the only component is known as _____
- e) Super Ego depicts society's _____ codes of conduct
- f) Learning of the culture of one's own society is known as _____
- g) The stimulus that comes from within to satisfy a need is known as _____
- h) The Multi-mediation Model has been given by _____
- i) The configuration of perceptual organizations is known as _____
- j) TAT is a kind of _____ Technique

Q2 Answer the following questions: (2 x 10)

- a) What is meant by VALS?
- b) What is understood by Gestalt?
- c) What do you understand by Supraliminal Perception?
- d) What is Limen?
- e) What does "Id" signify?
- f) What is understood by Distributive Approach?
- g) What is S-R Relationship?
- h) What is meant by Role Model?
- i) What does "Attitude" mean?
- j) What is meant by cross cultural effect?

Part – B (Answer any four questions)

Q3 Lay down Sheth's Family Decision-making Model with example. What is its importance in study of consumer buying behavior? (15)

Q4 Analyze purchase decision making with changing role of family members as they progress in the Family Life Cycle. (15)

Q5 Elaborate on different stages of Personality Development in detail and differentiate Personality from Trait. Exemplify your answer. **(15)**

Q6 What major factors influence consumer decision-making? Detail out your answer with justification. **(15)**

Q7 Explain the Multi Attribute Model of Attitude with example. Justify how it satisfies the definition of Attitude. **(15)**

Q8 Write notes on any **THREE** of the following: **(3 x5)**

- a) Psychological Field
- b) Central Control Unit (CCU)
- c) Social Media and Consumer Behavior
- d) Diffusion of Innovations
- e) Psychoanalytic Theory