

Registration No :

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

Total Number of Pages : 02

MBA
15MNG403A

4th Semester Regular / Back Examination 2017-18

CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C260

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1. Fill in the blanks : (2 x 10)

- a) Distributive Approach explains consumer behavior as -----
- b) With time and environmental changes----- don't change
- c) Cue is -----stimulus
- d) Elderly parents with dependent College-going children belong to----- stage of Family Life Cycle.
- e) Perception below the Absolute Threshold is known as-----
- f) AIO stand for -----
- g) Cognition part of Tri-component Model stands for-----
- h) Rational Motive stands for-----
- i) Symbolic Stimuli indicate stimuli obtained from -----
- j) Black Box stand for -----

Q2. Answer the following questions : (2X10)

- a) What is Reality?
- b) What is CCU?
- c) What is meant by R-R Relationship?
- d) What is understood by Subculture?
- e) What is understood by Social Display?
- f) Who is an Influencer?
- g) What is meant by Gestalt?
- h) Who is a Solitary Survivor in Consumer Behavior Study?
- i) What is meant by Diffusion of Innovation?
- j) What are the elements of Psychoanalytic Theory?

Q3. Analyze the role of Family Life Cycle and justify why it is absolutely necessary to the study of consumer behavior. Exemplify your answer. (15)

Q4. What is the role of Social Media in shaping consumer behavior today? Critically examine your answer with example. (15)

Q5. How does Consumer Decision Process Approach explain Consumer Behavior? Use a shopping good as your example to justify the approach. (15)

Q6. What are Cognitive Theory and Gestalt Theory? Give an analytic answer justifying their similarities. **(15)**

Q7. What is Attitude? How does it affect Consumer Behavior? Explain with example by using any Attitude Model. **(15)**

Q8. Answer any TWO : (7½ x 2)

- a) Perception
- b) Nicosia Model
- c) The Indian Yuppy and Consumer Behavior
- d) Behavior