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Total Number of Pages : 02

MBA
15MNG306A

3rd Semester Back Examination 2019-20
CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HB919

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

- Q1** **Only Short Answer Type Questions (Answer All-10)** **(2 x 10)**
- a) Explain Gestalt Theory.
 - b) Define Personality.
 - c) What is derived out of S-R Relationship?
 - d) Where in the Family Life Cycle, a a young husband, wife and a baby fit into?
 - e) Define Limen.
 - f) Explain Cross Cultural understandings.
 - g) How would you explain Affection?
 - h) Define Patronage Motive.
 - i) Who is a Netizen?
 - j) Explain Omni Channel Behavior.

Part- II

- Q2** **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 x 8)**
- a) Analyze Supra Liminal Perception.
 - b) Define VALS with example.
 - c) What is Psychoanalytic Theory?
 - d) Explain Acculturation with example.
 - e) What is understood by Information Processing?
 - f) What is the role of an Opinion Leader? Exemplify.
 - g) What is meant by Diffusion of innovation? Answer with example.
 - h) Define the role of Social Media in shaping Consumer Behavior?
 - i) Explain Distributive Approach of Consumer Behavior study.
 - j) Lay down analytically the features of Psychological Field.
 - k) Define Cognitive theory with example.
 - l) Explain On-Line Buying Behavior.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 210

Q3

a)

What is Consumer Decision Process theory of Consumer Behavior? Explain in detail.

(8)

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- b)

Use the Consumer Decision Process Approach to explain the purchase of instant noodles.

(8)
- Q4

a)

Explain analytically the theory of Attitude in Consumer Behavior.

(8)
- b)

Explain analytically the Tricomponent Model of Attitude.

(8)

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- Q5

a)

What are the essential elements of Engel Kollat Blackwell Model?

(8)
- b)

Through this model, demonstrate the purchase of an electric motor bike.

(8)
- Q6

a)

How does Family Life Cycle affect Consumer Behavior? Explain in detail.

(8)
- b)

Analyze the purchase behavior of honeymooners. Give example(s) to justify your answer.

(8)

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