

Registration No :

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Total Number of Pages : 02

MBA
18MBA301A

3rd Semester Regular Examination 2019-20

CONSUMER BEHAVIOUR

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR700

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)

- Define Psychological Field.
- How do you explain Trait?
- Differentiate between Drive and Cue.
- Explain an Empty Nest.
- How can Absolute Threshold be defined?
- Explain Ego.
- What does Conation mean in Attitude Model?
- What does Need or Problem recognition Lead to?
- Explain Attitude.
- Explain why a Model is used in Consumer Behaviour.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Effect of Social Class on Consumer Behaviour.
- Explain with example(s).
- Explain and exemplify Psychographic Segmentation.
- Lay down the Black Box model and explain it.
- Define the relationship between Culture and Sub-culture.
- Explain the Habitual Buying Process Model of Engel Kollat and Blackwell.
- Explain the role of an Opinion Leader with example.
- Lay down the Psychoanalytic Theory with proper explanation.
- Define Perception. Exemplify your answer.
- Describe the Cognitive theory vis-a-vis Gestalt Theory.
- Explain Group Influence on consumer behavior with example(s).
- Analyze the Changing Role of Families on consumer behavior.

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)

- Define Personality with delineation of the different types. (8)
- Explain how Personality Types affect work behavior in organizational setting. (8)

Q4

- Explain the theory of Diffusion of Innovations with the rationale behind it. (8)
- How do people know about smart kiosks and their usages, located in the prominent places of a city? (8)

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210	210	210	210	210	210	210	210	Q5	a) What is the role of understanding Consumer Behavior in the modern marketing environment? Detail out with example(s).	(8)
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								b) Can a B-School plan its admission strategies better by understanding consumer behavior? Answer in detail with proper justification.	(8)
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210	210	210	210	210	210	210	210	Q6	a) Explain the Consumer Decision Process Approach in detail.	(8)
								b) Explain in this light, the purchase behavior of an electric motor bike buyer.	(8)	

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