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GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester) Examinations, February – 2023

21MBAMM23001 - Consumer Behaviour

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

| | CO # | Blooms Level |
|---|------|--------------|
| a. Define Consumer attitude. | 4 | 2 |
| b. What is consumer behaviour? | 3 | 1 |
| c. Write the elements of learning. | 2 | 3 |
| d. State the different roles of a consumer. | 1 | 2 |
| e. Define customer value. | 1 | 2 |
| f. State any two differences between consumer and customer. | 2 | 1 |
| g. AIO Stands for_____. | 3 | 3 |
| h. What is Ego? | 4 | 2 |
| i. Define gratification. | 2 | 1 |
| j. What is perceived risk? | 3 | 1 |

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** questions

| | Marks | CO # | Blooms Level |
|--|-------|------|--------------|
| 2. a. Briefly discuss the Consumer Decision Making Process. | 8 | 2 | 2 |
| (OR) | | | |
| b. Explain the interdisciplinary approaches to Consumer Behaviour. | 8 | 4 | 1 |
| 3.a. Discuss about culture and its characteristics. | 8 | 3 | 2 |
| (OR) | | | |
| b. Explain the psychoanalytical theory of consumer behaviour. | 8 | 3 | 3 |
| 4.a. Explain the reasons behind the growth of consumer behaviour. | 8 | 2 | 1 |
| (OR) | | | |
| b. What are the types of reference group? | 8 | 1 | 2 |
| 5.a. Explain Multi Attribute model of attitude. | 8 | 2 | 1 |
| (OR) | | | |
| b. Explain persuasive communication. How can we design persuasive communication? | 8 | 1 | 3 |
| 6.a. Explain Loyalty Profitability Matrix. Draw the quadrants of Loyalty Profitability Matrix. | 8 | 3 | 2 |
| (OR) | | | |
| b. Explain in detail theory of trio of needs. | 8 | 1 | 1 |

--- End of Paper ---