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GIET UNIVERSITY, GUNUPUR - 765022
M. B. A (Third Semester) Examinations, January - 2024
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 STP.	CO4	K2
b. Who is a Laggard?	CO3	K1
c. What is Repositioning?	CO2	K2
d. Define self-concept.	CO1	K2
e. Who is a Gatekeeper?	CO3	K3
f. What is targeting?	CO4	K1
g. Write different social factors of consumer behaviour.	CO2	K2
h. Discuss Social responsible marketing.	CO4	K3
i. Explain Provocative marketing.	CO3	K1
j. Define culture.	CO1	K2

PART – B**(8 x 5=40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Briefly discuss the steps for consumer decision making.	8	CO1	K2
(OR)			
b. Explain how Family effects consumer behaviour.	8	CO2	K2
3.a. Explain the trait theory of consumer personality.	8	CO3	K1
(OR)			
b. Explain cross cultural environment and how does it influence consumer behaviour.	8	CO2	K2
4.a. Discuss the Tri-component model of consumer attitude.	8	CO3	K3
(OR)			
b. Describe the social factors affecting consumer behaviour.	8	CO2	K2
5.a. Explain the Nicosia Model of Consumer behaviour.	8	CO4	K1
(OR)			

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| b. Elaborate the psychological factors affecting consumer behaviour. | 8 | CO3 | K3 |
| 6.a. Describe the environmental stimuli influencing consumer behaviour. | 8 | CO2 | K1 |

(OR)

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| b. What is consumer Imagery & Perceived Risk? | 8 | CO3 | 3 |
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