

Roll No.

56063

**M.B.A. 2 Year 3rd Semester
(New Scheme) Batch 2011-2013**

Examination–December, 2014

Consumer Behaviour

Paper-MBA-324

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided in two sections. Section 'A' comprising eight short answer type questions (carrying two marks each, which is **compulsory**. Answer to each question should not exceed 50 words normally) Section 'B' comprising 8 questions (2 questions from each unit). The students are required attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

Section-A

1. Short answer type questions :

- (a) Define consumer behaviour and describe its relevance in marketing decision making.
- (b) What is a reference group ?
- (c) What is an advertising agency ?
- (d) What is the need to protect the consumer ?
- (e) Discuss the situational factors in buying.
- (f) Define culture and its characteristics.
- (g) What are the classifications of adopters ?
- (h) What is the importance of motivation in consumer behaviour ?

Section-B

Unit-II

2. Define consumer behaviour and explain its interdisciplinary nature.
3. How does the external environment help and influences the individual determinants in consumer behaviour ?

Unit-II

4. What is Motivation? Explain Two Factor theory of Motivation.
5. Briefly describe various theories of personality and discuss how do these theories help in understanding consumer behaviour ?

Unit-III

6. Explain how situational factors are likely to influence the degree of consistency between attitudes and behaviour.

Section-B

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