56063

MBA 2 Year 3rd Semester (Old)

Batch 2011-13

Examination – December, 2018

CONSUMER BEHAVIOUR

Paper : MBA-324

Time : Three Hours]   *[Maximum 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 examination.

Note : Attempt all *eight* parts of the questions in Section – **A**. Attempt *four* questions selecting *one* question from each unit in Section – **B**. All questions carry equal marks.

SECTION – A

1. Explain the following :

   (a) Customer centric organization

(b) Marketing mix

(c) Customer satisfaction

(d) Life style

(e) Consumer knowledge

(f) Social class

(g) Opinion leadership

(h) Cognitive learning

SECTION – B

UNIT – I

2. Why is the study of consumer behaviour significant to the marketers ? What are the methods of studying consumer behaviour ?

3. How do consumers make decisions ? What factors influence their decision making process ? Give suitable examples. http://www.HaryanaPapers.com

UNIT – II

4. (a) What are various types of buying situations ? Explain, giving suitable examples.

(b) How location of a store affects the retail consumer behaviour ?

5. How does personality of a consumer affect the purchase decisions ? Discuss trait theory of personality.

UNIT – III

6. Discuss about various strategies being adopted by marketers to bring attitudinal change among consumers. What is the linkage among consumer's belief, attitude and purchase intentions ?

7. What is the role of family in buying decision making ? Explain the role played by various members of the family, taking suitable examples.

UNIT – IV

8. Explain various types of groups that have influence on consumer purchase decision. How do they influence ?

9. What do you mean by diffusion of innovation ? List and explain the factors that are responsible for the spread of innovation.