

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.**

7. How is consumer behaviour influenced by relationships within families ? Discuss with context to various family types.

#### **Unit-IV**

8. What are various types of diffusion ? List and explain the factors that are responsible for the spread of innovation.
9. What are the sources of information and the factors leading to high and low information search ?
-