

Third Semester M.B.A., Degree Examination June 2009
Directorate of Correspondence Courses
MBA DP 303: CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 75

SECTION - A

Answer the following sub-questions in two or three sentences each. Each sub-question carries two marks. (5x2=10)

1. a) What is Cognitive Dissonance?
- b) What do you mean by high involvement decision?
- c) What is Perceptual Threshold?
- d) List out the important traits of personality.
- e) What is 'Reference Group'?

SECTION - B

Answer any FIVE of the following. Each question carries SIX marks. (5x6=30)

2. What is the role of consumer behaviour studies in formulating marketing strategies?
3. Briefly explain the factors influence consumer behaviour?
4. Explain the sources of information a consumer uses for need gratification.
5. Explain 'Type' Theory of Personality.
6. Briefly explain the various forms of reference groups.
7. Explain the various roles involved in buying decision process.

SECTION - C

Answer the following question No. 8 & 9 carries TEN marks and question No. 10 carries 15 marks.

8. a) Explain the Howard Sheth Model of Consumer Behaviour and its relevance in analysing the behaviour.
OR
 - b) Explain the various decision rules consumer employ in making purchase decision.
9. a) Explain the factors responsible for high and low involved of consumer in buying decisions.
OR
 - b) Explain the family influence on consumer buying decision.
10. Explain the process of diffusion of innovation and adoptors categories.
