

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0241]

(Please fill this Paper ID in OMR Sheet)

MBA (MB - 504) (S05) (LE) (Sem. - 4th)

CONSUMER BEHAVIOUR

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Define consumer Behavior.
- b) Ethics in marketing.
- c) Market segmentation.
- d) Consumer motivation.
- e) Hierarchy of needs.
- f) Consumer perception.
- g) Consumer learning.
- h) Brand loyalty.
- i) Cognitive Dissonance theory.
- j) Persuasive communication.
- k) Reference groups
- l) Opinion leadership
- m) Diffusion and adoption process
- n) Consumer decision making process.
- o) Relationship marketing.

A-470

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)* What is consumer behavior? Discuss its importance.
- Q3)* What is marketing concept? Discuss societal marketing concept.
- Q4)* What is consumer research? Explain quantitative and qualitative research.
- Q5)* Define market segmentation & discuss its importance
- Q6)* Define perception and highlight importance of consumer's perception.
- Q7)* What is consumer learning? Discuss cognitive learning theories.
- Q8)* What is communication role in marketing.
- Q9)* What is attitude? How attitude formation and change takes place.
- Q10)* What is reference group? How it influences consumer behavior?
- Q11)* Discuss process and motivation behind opinion leadership.
- Q12)* Discuss consumer decision making process.
- Q13)* Discuss howard sheth and Nicosia models of consumer decision making.

