

**R09**

**Code No: E5305**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA – III Semester Examinations, February -2012**

**CONSUMER BEHAVIOR**

**Time: 3hours**

**Max. Marks: 60**

**Answer any five questions  
All questions carry equal marks**

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1. What are the important factors in understanding consumers and market segment?  
Discuss.
2. Define Attitude. What are the factors that influence attitude formation?
3. What is the impact of cultural environment on consumer behavior?
4. Explain the different influences on consumer behavior.
5. What are the factors involved in persuasive communication and diffusion of innovation? Discuss.
6. Discuss Pre – purchase, Purchase and Post – purchase processes.
7. What is consumerism? What are the environmental concerns of consumerism?
8. Explain the important provisions relating to consumer protection Act, 1986.

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