

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - III (2012
COURSE)(CHOICE BASED CREDIT SYSTEM) /M.B.A. (FM)
Semester - III (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019
SUBJECT : ELECTIVE – III : CONSUMER BEHAVIOUR (MM)**

Day : Friday
Date : 03/05/2019

Time : 10.00 AM TO 01.00 PM
Max. Marks : 100

S-2019-2252

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What do you understand by the term ‘consumer behaviour’? Explain in detail its relevance in the field of marketing. **[15]**
- Q.2** Explain in detail the process of consumer research. How is it useful for marketing a product? **[15]**
- Q.3** Define the term ‘Personality’. Explain its relevance in understanding consumer behavior. **[15]**
- Q.4** Explain in detail the buying roles in the purchase decision of a consumer. What is the significance of buying roles to a marketer? **[15]**
- Q.5** Write short notes on **ANY THREE** of the following: **[15]**
- a) Nicosia model of consumer behavior
 - b) Consumer learning
 - c) Adoption process in consumers
 - d) Limited buying decisions

SECTION – II

- Q.6** What are the various buying motives of a family while purchasing a weekend home? **[20]**
- Q.7** Explain with a flowchart the consumer buying decision process in the purchase of a computer. **[20]**
- Q.8** Attitudes are die-hard but can change. Discuss. **[20]**

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