

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - III : WINTER :- 2021
SUBJECT: CONSUMER BEHAVIOUR

Day : Monday
Date 21-02-2022

W-21990-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
 - 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw a labeled diagram WHEREVER necessary
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SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Illustrate with suitable example the types of buying motives.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different types of consumer buying behavior? Explain with suitable examples.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain the Howard- Sheth model of consumer behavior by citing appropriate examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different stages involved in the adoption process? Explain by citing suitable examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Utility of consumer behaviour studies in the field of marketing
- b) Theory of classical conditioning & its application in marketing
- c) Personality and self concept
- d) Types of buying decisions
- e) Post purchase evaluation and behaviour
- f) Nicosia model of consumer behaviour

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Which stage in the family life cycle would constitute the most attractive segment for the following products and services? Give reasons for your answer

a) Furniture b) Insurance c) Baby care products

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Taking the example of purchasing laser printer(s) for your personal use and for organizational purposes, explain the differences between consumer buying and organizational buying behaviour.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

You are appointed as research consultant by a major tours and travels company. As a consultant you are required to prepare a research plan to find out how Indian families make decisions regarding pleasure trips during vacation time.
