

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

Day : Monday
Date 21-02-2022

W-22309-2021

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

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.
