

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A. Sem-III : WINTER :- 2021
SUBJECT: CONSUMER BEHAVIOUR

Day : Monday
Date 21-02-2022

W-22933-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 50

N.B:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) All questions carry **EQUAL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION-I

- Q.1** What is diffusion of innovation? Discuss its process and how it is important in consumer behavior? (10)
- Q.2** Explain any two models of consumer buying behavior. (10)
- Q.3** Discuss the meaning of customer and consumer. Enumerate the types of customers and consumers. (10)
- Q.4** What is B2B marketing? What is organizational buying behavior? Discuss the characteristics of business markets. (10)
- Q.5** Write short notes on (**ANY TWO**): (10)
- a) Environmental determinants of consumer behavior
 - b) Perception
 - c) Learning

SECTION-II

- Q.6** Discuss what is motivation and the buying motives. Which consumer behavior model is most suitable for buying consumer durables? (10)
- Q.7** What is consumer research? Throw light on consumer research process with suitable example. (10)
- Q.8** Name the various environmental determinants in consumer behavior. What is their role in buying a product of your choice? (10)

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