

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

**Day : Monday**  
**Date 21-02-2022**

**W-23003-2021**

**Time : 10:00 AM-12:00 PM**  
**Max. Marks: 50**

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**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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