

**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020 COURSE)**

**M.B.A. (H.R.) Sem-III : WINTER : 2021**

**SUBJECT: CONSUMER BEHAVIOUR**

**Day : Monday**  
**Date : 07-02-2022**

**W-22862-2021**

**Time : 02:00 PM-04:00 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.

**SECTION-I**

- Q.1** Define motivation. Discuss its meaning and various elements of motivation along with positive and negative motivation. **(10)**
- Q.2** Explain briefly the environmental determinants of consumer behavior. **(10)**
- Q.3** What is consumer behavior? Enumerate the different buying roles in consumer behavior. **(10)**
- Q.4** Discuss the process of consumer research along with the methods of consumer research. **(10)**
- Q.5** Write short notes on **(ANY TWO)**: **(10)**
- a) Maslow's Hierarchy of Needs
  - b) Difference between customer and consumer
  - c) Howard-Sheth model of consumer behavior

**SECTION-II**

- Q.6** Enumerate the characteristics of business markets and marketing strategies for the same giving examples. **(10)**
- Q.7** You want to buy a smart phone. Discuss the process of buying decision for the same. **(10)**
- Q.8** How personality can be an individual determinant of consumer behavior? Discuss the self-concept with appropriate example. **(10)**

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