

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

M.B.A. (HR) Sem-III : : SUMMER - 2022

SUBJECT : CONSUMER BEHAVIOUR

Day : Monday

Date : 13-06-2022

S-22862-2022

Time : 10:00 AM-12:00 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 do you understand by attitude? Discuss the characteristics of attitude and strategies for attitude change. **(10)**
- Q.2** Explain the meaning of diffusion of innovation and adoption of innovation. Enumerate the adoption of innovation process. **(10)**
- Q.3** Discuss the various consumer behavior models in detail. **(10)**
- Q.4** What are the different environmental determinants of consumer behavior? **(10)**
- Q.5** Write short notes on **(ANY TWO)**: **(10)**
- a) Characteristics of Business Markets
 - b) Maslow's Hierarchy of needs
 - c) Different buying roles in consumer behavior

SECTION-II

- Q.6** Explain briefly the various individual determinants of consumer behavior with reference to buying an electric car. **(10)**
- Q.7** What are the different types of buying behavior? Discuss it with appropriate examples. **(10)**
- Q.8** You need a two wheeler. How will you come to the buying decision of a particular brand? Discuss it with the consumer buying decision making process. **(10)**

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