

ADDITIONAL EXAM FOR SPORT STUDENTS
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : CONSUMER BEHAVIOUR

Day : Friday

Date : 20-01-2023

W-22792-2022

Time : 10:00 AM TO 12:00 NOON

Max. Marks : 50

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Why it is necessary for marketers to study consumer's behavior? Discuss. (10)
- Q.2** What are the different types of buying behavior? Explain it with suitable examples. (10)
- Q.3** Write an illustrative note on the diffusion of innovation process. (10)
- Q.4** Explain how personality and self-concept influences the purchase decision of an individual. Give examples. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Types of buying motives
 - b) Nicosia model
 - c) Consumer buying decision making process
 - d) Organizational buying behavior

SECTION-II

- Q.6** By taking the example of buying an Apple i-phone 14, explain the Howard-Sheth model of consumer behavior. (10)
- Q.7** As a marketer of private sector insurance company, how would you use the knowledge of post purchase evaluation by consumers for ensuring that they do not experience any dissonance? (10)
- Q.8** As a research consultant of a renowned tours and travels company, prepare a research plan for finding out how Indian families are deciding about the pleasure trips in the post pandemic situation. (10)

* * * * *