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Total Pages : 3

Roll No.

MS-503

Consumer Behaviour

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. "The discipline of consumer behavior is rooted in the marketing concept". Elucidate. Discuss the need to study consumer behavior and its interdisciplinary nature.

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2. Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case.
3. What are the reference groups? What are the various reference groups appeals being used by marketers? Explain with suitable examples.
4. Discuss Perception. What factors influence perception? What are the barriers to perception?
5. Describe the diffusion process. Identify the five characteristics that influence diffusion. Discuss the five stages in the consumer adoption process.

SECTION-B
(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Outline the Utility of the Study of 'Consumer Behaviour'?
2. What do you understand by the Phrase 'Consumer Research Process' ? Explain and Illustrate.

3. Do Personal or Psychological Influences really work in the field of 'Consumer Behaviour'? How? Explain.
 4. What are some Major Factors that influence the Buyer's Behaviour ? State and explain.
 5. In the Context of 'Consumer Behaviour', explain the term: 'Inter-Personal Behaviour' and 'Group Behaviour', in brief.
 6. Give an account of the Various Methods of 'Consumer Research'.
 7. Socialization is helpful to Individuals in determining his/ her Consumption Criteria. Elaborate and Illustrate.
 8. What do you understand by the term 'Personality' ? Explain the Various Determinants of 'Individual Personality'.
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