

Roll No. ....

**MS–503/MM–2203**

**Consumer Behaviour**

(उपभोक्ता व्यवहार)

Master of Business Administration/P. G. Diploma  
in Marketing Management

(MBA-10/12/13/16/17/PGDMM–10/16/17)

Third/First Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

**Section–A**

**(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Design a mailing questionnaire for surveying the psychological variables involved in purchase decision of individual consumers.
2. What are the dimensions of consumer behaviour ? Explain in detail the Howard Sheth model of consumer behaviour.
3. What is consumption analysis ? Bring out how culture, sub-culture and cross culture influences consumer buying behaviour.

**(B-48) P. T. O.**

4. Explain how personality and life-style influences customer decision making process with example.

### **Section-B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

1. Explain how consumers are selective during the perception process.
2. Comment on as to how learning influences the Consumer behaviour.
3. Describe the four ways marketers attempt to influence consumer's attitudes.
4. What do you understand by consumer dissonance ?
5. Explain the motivational theories of consumer behaviour.
6. Define Communication. What are the barriers of communication ? Explain.
7. Explain the various levels of consumer decision making.
8. Write a short note on developing CRM strategy.

### **Section-C**

#### **(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

Indicate whether the following are True or False :

1. The first activity in any act of consumer behaviour is recognizing needs.

2. Purchasing the same brand over and over again is called brand loyalty.
3. Perception involves the selection of stimuli, organization of information about those stimuli, and interpretation of that information.
4. The purchaser and consumer of a product is not necessarily the same person.
5. A consumer who feels discomfort because of conflicting attitude is experiencing cognitive dissonance.
6. A brand extension is an example of a dynamically continuous innovation.
7. The predisposed way a person approaches his or her environment is referred to as personality.
8. A set of shared values, attitudes, beliefs, artefacts and other symbols is called culture.
9. The most effective sources that consumers obtain information from are personal because they legitimize or evaluate products for the buyers.
10. Targeting of particular segments before planning campaigns for acquisition, retention or extension is customer selection.