

S-873

Total Pages : 3

Roll No. -----

MS-503

Consumer Behaviour

Master of Business Administration (MBA)

3rd Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. What is the influence of family on Consumer Behaviour?
- Q.2. What do you understand Consumer Attitude? Discuss the factors influencing the formation of consumer attitude.
- Q.3. Explain the types and processes in consumer research.
- Q.4. How does the perception influence consumer behavior? Also explain the three elements of consumer perception.
- Q.5. Explain in detail Maslow's Need Hierarchy Theory.

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 x 8 = 32]

- Q.1. What is the relevance of personality and self-concept for understanding consumer behavior?
- Q.2. What are the factors influencing consumer Behavior?
- Q.3. What are the motives which influence Purchase Decision?
- Q.4. What do you mean by consumer behavior research or motivation research? Discuss its limitations and significance.
- Q.5. Explain the difference between CRM and ECRM. Also explain the advantages of ECRM.
- Q.6. What is the relevance of diffusion of innovation in consumer behavior?
- Q.7. What are the factors that influence consumer buying decisions?
- Q.8. What is the importance of Consumer behavior Audit?
