



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : II Year III SEM – MBA
Subject Name : Consumer Behaviour
Subject Code : MBX03102

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

- | | | | Marks |
|-----|-----|---|--------------|
| Q.1 | (a) | How does the motivation of a consumer affect the information search in purchase decision process of a customer? | (1.5) |
| | (b) | Explain the concept of involvement and its impact on information search in purchase decision process of a customer. | (1.5) |

OR

- | | | | |
|-----|-----|--|-------|
| Q.2 | (a) | For a rural Indian consumer which learning theory will work best and why? | (1.5) |
| | (b) | The operant conditioning theory has a huge implication in modern day online and offline retailing. Explain with example. | (1.5) |
| Q.3 | (a) | Explain Theory of Reasoned Action in connection to consumer attitude formation. Explain with an example. | (1.5) |
| | (b) | Which one out of Fishbein Theory and Belief Importance model would you use to estimate the attitude for your brand of consumer durables and why? | (1.5) |

OR

- | | | | |
|-----|-----|---|-------|
| Q.4 | (a) | Explain the concept of Just Noticeable Difference in perception and its use in marketing communication. | (1.5) |
| | (b) | What is subliminal perception? Is it justified to use it in marketing? Explain your view point with an example. | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

- | | | | |
|-----|-----|---|-------|
| Q.5 | (a) | Explain Howard Seth Model and its implication in real life marketing. | (1.5) |
| | (b) | Explain EKB Model and its implication in real life market. | (1.5) |

OR

- | | | | |
|-----|-----|--|-------|
| Q.6 | (a) | In case of purchase decision model what are the inputs? Explain. | (1.5) |
| | (b) | What are the outputs in the process of purchase decision making? | (1.5) |
| Q.7 | (a) | Why is post purchase behaviour a matter of study? How does it really matter to a marketer? | (1.5) |
| | (b) | Is the involvement being high or low really a matter of difference in purchase decision? | (1.5) |

OR

- | | | | |
|-----|-----|--|-------|
| Q.8 | (a) | Is it beneficial to make the low involvement items seem like that of high involvement? | (1.5) |
| | (b) | In case of High involvement items, is price always the most important factor? Explain your answer. | (1.5) |
