

Roll No.....

Total Pages: 3
13095

MBA/D-17
CONSUMER BEHAVIOUR
Paper: MBA-MM-304

Time: Three Hours

Maximum Marks: 80

Note: Attempt eight questions from Section-A carrying 5 marks each and three questions from Section-B carrying 10 marks each.

Section-A

1. Define consumer behaviour. Explain the relevance of studying this discipline.
2. Explain the role of motivational theories in the field of marketing.
3. Define perception. Elaborate the role of perceptual process in marketing decision making.
4. What is attitude? Explain in brief the models of attitude.
5. Define personality? Also elaborate the role of personality traits in consumer behaviour.
6. Write a detailed note on the process of diffusion of innovation.
7. Do you think that children play an important role in family decision-making? Comment.
8. Write a brief note on social class and its relevance in the field of marketing.
9. Define learning. Explain the elements of learning.
10. List out the contributing factors to the development of consumer behaviour study.

Section-B

11. What do you understand by culture? How will you study the impact of culture for any food item?
12. What do you mean by psycho-analytic theory of personality? Explain its marketing relevance.

13. If you have to launch a refrigerator in rural market, what dimensions of consumer behaviour you will take into account?
14. Explain in detail the concept of just noticeable difference (JND) and its marketing implications.
15. What do you mean by reference group? Explain the reference group importance from the marketer's perspective?