

Registration No: -

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 01

MBA

258 18MBA301A 258

3<sup>th</sup> Semester Regular / Back Examination: 2021-22

CONSUMER BEHAVIOUR

Branch: BA, FM, GM, HRM, IB, MBA, MBA (A & M),  
MBA (M & F), MM

Max Marks: 100

Time: 3 Hours

Q Code: OF391

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(02×10)

- a) Define perception?
- b) Who are opinion leaders?
- c) What is VALS?
- d) What is omni channel behavior?
- e) What is umbrella positioning?
- f) Differentiate between need and want?
- g) What is consumer ethnocentrism?
- h) What is halo effect in consumer behavior?
- i) Name the components of ABC attitude model.
- j) What is post purchase dissonance?

(2)  
(2)  
(2)  
(2)  
(2)  
(2)  
(2)  
(2)  
(2)  
(2)

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(06×08)

- a) Compare the characteristics of Netizens with general consumers.
- b) How does social media influence consumer behavior?
- c) Distinguish between the different types of cross-cultural strategies.
- d) Justify the role of demographics in consumer behavior.
- e) Illustrate the strategies involved to frame consumer imagery for a bakery brand?
- f) How does trait theory help in consumer behavior?
- g) Explain the types of family life cycle.
- h) How is the behavior of online consumers different from that of offline ones?
- i) Analyse classical conditioning in context to consumer behavior.
- j) Distinguish between Freudian and Neo-Freudian theory.
- k) What is the difference between absolute threshold and differential threshold?
- l) Analyse the role of extrinsic and intrinsic cues in the perceived quality of products citing examples.

(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)  
(6)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(02×16)

- Q3 Evaluate the factors influencing the consumer decision making process with an example.
- Q4 Describe the Engel Kollat Blackwell model with its application.
- Q5 Discuss the use of Maslow's theory in segmentation and positioning.
- Q6 How does a nuclear family differ from a joint family? As a marketer of holiday package what strategies would you adopt for both.

(16)  
(16)  
(16)  
(16)