

Roll No. ....

**56063**

**M.B.A. 2 Year 3rd Semester  
(N.S.) Batch 2011-13**

**Examination-December, 2015  
Consumer Behaviour**

**Paper-MBA-324**

**Time : 3 hours**                      **Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B, attempt **four** questions selecting **one** from each unit. All questions carry equal marks.

**Section-A**

1. Conceptualize the following : [16]

- (a) Market segmentation  
56063-2450-(P-4)(Q-9)(15) (1)

56063-2450-(P-4)(Q-9)(15) (4)

[ Turn Over

9. Write notes on the following :

- (a) Gaining consumer's attention  
(b) Type of groups and their influence on individuals

(b) Customer loyalty

(c) Direct marketing

(d) Trait Factor theory

(e) VALS

(f) Geographic culture

(g) Emotional advertising appeal

(h) Social Learning theory.

### Section-B

#### Unit-I

2. Explain evolution of consumer behaviour.  
Discuss underlying principles of consumer behaviour. [16]

3. Discuss marketing mix strategies. What is the value and role of brands in marketing strategies? [16]

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#### Unit-II

4. What is consumption behaviour ? Discuss various consumption experiences. Enlist the factors affecting satisfaction level. [16]

5. Why is it important to understand consumer motivation ? Discuss various motivational conflicts and need priorities. [16]

#### Unit-III

6. What is culture ? How culture is formed ? Discuss its effects on consumer behaviour. [16]

7. What is social class ? What are the determinants of social class ? How social class affects consumer behaviour ?

#### Unit-IV

8. Discuss the process or opinion formation. What is the role of advertising in consumer opinion formation ? [16]

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