

Code No: 743AN**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, October/November-2020****CONSUMER BEHAVIOR****Time: 2 hours****Max.Marks:75**

**Answer any five questions
All questions carry equal marks**

1. Discuss the need to study the Consumer Behaviour in the rapidly changing business environment. [15]
2. Explain the role of Consumer Research in understanding the Consumer Buying Behaviour. [15]
3. Explain how Personality plays an important role in Consumer Behaviour. [15]
4. Explain the role of Consumer Attitude in Consumer Buying Behaviour. [15]
5. Discuss how learning plays an important role in Consumer Buying. [15]
6. Enumerate the various steps involved in the purchasing process. [15]
7. Discuss the models associated with Consumer Behaviour. [15]
8. Explain the importance of Consumerism in the context of today's business environment. [15]

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