

Code No: 763AF**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, February - 2021****CONSUMER BEHAVIOUR****Time: 2 hours****Max.Marks:75****Answer any five questions
All questions carry equal marks**

1. Discuss Brand Personality by taking an example of a consumer product and a service product. [15]
2. Explain classical conditioning theory and its marketing implications. [15]
3. Discuss the various factors that led to the growth of Consumer Behavior as a separate field of study. [15]
4. What is motivational research? Explain the various techniques used in motivational research. [15]
5. Explain the various cultural and sub cultural factors that influence consumer behavior. [15]
6. Describe the main features of Webster and Wind model. [15]
7. Discuss the salient features of Howard Sheth model. [15]
8. Briefly discuss some of the problems faced by Indian consumers. [15]

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