

Code No: 763AF**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, July/August - 2021****CONSUMER BEHAVIOR****Time: 3 hours****Max.Marks:75**

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

1. Explain the concept of research concerning consumer behaviour? Also, explain the scope and application of research in consumer behavior. [15]
2. How Consumer Segmentation, Targeting and Positioning are interrelated? Explain with example. [15]
3. What is social class? How is it measured? Highlight the impact of social class on consumer behavior. [15]
4. Explain the behavioral theories of learning. Highlight their application in the field of consumer behavior. [15]
5. How consumer attitude is formed? What are the 4 types of attitude? [15]
6. What is consumer decision model? How psychoanalytic model and sociological model of consumer decision making are different from each other? [15]
7. What is purchasing process? What are the five major steps in the purchasing process? [15]
8. What are the ethical issues in marketing? Discuss some ethical issues related to consumers. [15]

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