

Roll No.

12053

**MBA 2 Yr. 3rd Semester (CBCS)
Examination – March, 2021**

CONSUMER BEHAVIOUR

Paper : 17IMG23GM2

Time : Three Hours]

[Maximum 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 examination.

Note : Section – A is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) Define market segmentation.
- (b) Is it easy to develop consumer loyalty for a marketer ? Discuss.
- (c) What is need recognition ?
- (d) What is the meaning of personal values in consumer behaviour ?

- (e) Discuss at least *four* importance of direct marketing.
- (f) What are the determinants of social class ?
- (g) What is the influence of Family life cycle on decision process ?
- (h) Explain the role of opinion leaders in advertising.

SECTION – B

UNIT – I

2. Consumer Behaviour involves exchanges between human beings. Discuss the above statement with special emphasis on importance of Consumer Behaviour.
3. Define consumer decision process. Discuss the factors influencing the problem solving process.

UNIT – II

4. What is Retail Marketing ? What are the determinants of Retail success or failure ?
5. Define personality. What are the characteristics of personality ?

UNIT – III

6. "Is it possible to change the attitude of consumer towards products or Brand" ? Do you agree with this statement ? Justify it with suitable examples.

12053- (P-3)(Q-9)(21) (2)

7. Explain with the help of examples how family life cycle affects the buying pattern of consumers ?

UNIT – IV

8. Define Diffusion of Innovations. Also discuss the Diffusion process.
9. Discuss the role of company in helping consumers to remember the product information.

12053- (P-3)(Q-9)(21) (3)