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MBA 2 Yr. 3rd Semester New Scheme
2019-20

Examination – March, 2021

CONSUMER BEHAVIOUR

Paper : 20IMG23GM4

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. Write short notes on the following :

- Qualitative Research Vs Quantitative Research
- Types of Decision Process
- Point of Purchase Material
- Lifestyle and consumer Behaviour

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- Consumer Intentions
- Determinants of Social Class
- Types of Reference Groups
- Types of Innovation

SECTION – B

UNIT – I

2. What are customer centric organizations ? How marketing strategy of customer centric organization is formulated ? Write the process in detail.
3. Explain different pre purchase processes. What is the need to understand these pre purchase processes for a marketer ?

UNIT – II

4. Define personality. How personality influence consumer behaviour ? Explain in the light of various personality theories.
5. What is consumer motivation ? How different types of consumer needs influence consumer behaviour ?

UNIT – III

6. How would you define consumer knowledge ? Explain its types and sources. What is the importance of consumer knowledge to marketer ?

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7. How the changing family and household structure influence consumer behaviour ? Explain in light of changing role of women and children.

UNIT – IV

8. What is dyadic exchange ? What are various forms of dyadic exchange ? How influence is transmitted through these forms of dyadic exchange ?
9. Explain different traditional and modern methods of reaching consumer. What strategies are used by marketers to grab/gain consumer attention ?

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