

N-478  
M.B.A. (FT) Examination, 2010  
THIRD SEMESTER  
CONSUMER BEHAVIOUR  
Paper- FSM - I

Time : 3 Hours |

| Maximum Marks : 80

SECTION-A 4x8=32 Short Answer

1. Explain marketing strategy.
2. Define decision making.
3. Comment on consumer perception.
4. Write short notes "Buying Behaviour".
5. What is psychographics.
6. What are the objectives-of family decision making.
7. Discuss the significance of reference group influence.
8. Define consumer behaviour studies in India.

SECTION A 16x3=48

1. Define consumer behaviour and describe its relevance in marketing.
2. Explain Information processing.
3. Write short notes on : Influence of personality.
4. Discuss marketing segmentation and how it is related to marketing.
5. Comment on Consumer behaviour audit.