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Total No. of Questions : 13 Total No. of Printed Pages : 3

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M.B.A. (FT) IIIrd Semester Examination, 2016-17

Consumer Behaviour

Paper - FSM-01

Time : 3 Hours]

[Maximum Marks : 80

Section - 'A'

Short Answer Type Questions 4×8=32

Note :- Attempt any **four** questions from this section. Each question carries 8 marks.

1. What is consumer behaviour ? How it influences marketing strategy ? Explain.
2. Discuss the high and low involvement decisions with suitable examples.

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3. Write a note on consumer motivation.
4. Explain the influence of personality and self concept on consumer behaviour.
5. What is diffusion of innovation ? Explain.
6. Discuss the role of family in consumer decision making.
7. Explain any one model of consumer behaviour.
8. Write a note on consumer behaviour audit.

Section - 'B'

Long Answer Tye Questions 3×16=48

Note :- Attempt any **three** questions. All questions carry 16 marks.

9. 'The buying process starts long before the actual purchase and has consequences long afterwards'. Justify the statement.
10. Discuss the evaluation criterion and decision rules used in consumer behaviour studies.
11. Write short notes :-
 - (a) Consumer attitude change
 - (b) Self concept and buyer behaviour

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12. Describe industrial buying behaviour. How does it differ from individual buying behaviour.

13. Write a detailed note on consumer behaviour studies in India.

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