

Roll No.

Subject Code—8182-X

M.B.A. EXAMINATION

(Third Semester)

(Re-appear Batch 2009 Onwards)

CONSUMER BEHAVIOUR

MM-309

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. What is Perception ?
2. What is Subculture ?
3. Differentiate Fashion and Style.
4. What do you mean by Positive Reference Group ?

5. Name any *five* major influences of online purchase.
6. How do consumer characteristics influence buying behaviour ?
7. In India, who plays a vital role in buying decision ?
8. What are the dangers of customers' dissatisfaction to a company ?
9. Differentiate between strategy and tactics with examples.
10. Can we predict behaviour of consumers ? Why ?

Section B

Note : Attempt all questions.

11. Discuss the growth of consumer movement in India. What are the unique problems of Indian consumers ?

12

Or

What is Motive ? What are the various roles that motives play in influencing consumer behaviour ?

12. Examine the changing concept of consumer behaviour and explain key dimension. 12

Or

What are major psychological processes influence consumer responses to the marketing program ?

13. Differentiate between Low involvement learning and High involvement learning. 11

Or

Briefly discuss Kotler's model of consumer behaviour. Identify the determinants of consumer behaviour.