

Roll No.

Exam Code : J-19

Subject Code—0222

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

CONSUMER BEHAVIOUR

MM-309

Time : 3 Hours

Maximum Marks : 70

Section A

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

1. What do you mean by diffusion of innovation ?
How it works ?
2. Why marketers are interested in the study of
personality ? Explain.
3. Differentiate between industrial and consumer
buying behaviour.

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P.T.O.

4. What is consumer behaviour ? Discuss its relevance for the marketers.
5. What is Culture ? How will you study the impact of culture for any durable item ?
6. Write short note on Family Decision Making.
7. Explain the Howard-Sheth model of consumer behaviour.
8. Define Perception. Explain the concept of Just Noticeable Difference (JND) and its marketing implications.
9. Describe the remedies available for protection against marketers' exploitation in Indian Constitution.
10. What is Motivation ? How the marketers use motive for designing marketing strategies ?

Section B

Note : Attempt all the questions.

11. "Consumer behaviour is a borrowed discipline."
Why ?

Or

Discuss the relevance of the consumer behaviour for the marketers. **12**

12. What do you understand by Personality ?
Discuss the relevance of personality concepts in understanding the behaviour of the consumer.

Or

In your opinion how reference group affect the behaviour of a consumer ? Provide suitable examples in support of your answer. **12**

13. How cultural differences affect the consumer behaviour ? Explain with suitable examples.

Or

Define Attitude. How attitudes are formed and changed ? **11**