

Roll No.

Exam Code : D-18

Subject Code—0248

M.B.A. EXAMINATION

(Batch 2018 Onwards)

(Third Semester)

CONSUMER BEHAVIOUR

MM-309

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

1. Explain the following :

- (a) Projective techniques
- (b) Self actualisation
- (c) Instrumental conditioning
- (d) Multi attribute attitude model

- (e) Discontinuous innovation
- (f) Post purchase dissonance
- (g) Joint decision-making.

Unit I

- 2. Elaborate the importance of consumer research for marketing firms and their brands.
- 3. Discuss the role of social and behavioural sciences in understanding the consumer behaviour.

Unit II

- 4. Why are consumers' needs and goals constantly changing ? Explain the factors that leads to formation of new goals.
- 5. Throw light on how the behaviour can precede or follow the attitude formation.

Unit III

- 6. Explain the different dimensions of culture. How do marketers influence the cultural learnings ?

- 7. What are the product categories where children in the family affect the purchase decisions ? What tactics are used by children to influence their parents ?

Unit IV

- 8. Discuss the role played by the CB models in formulating the marketing strategies.
- 9. “Opinion leaders are much sought after marketing strategy.” In light of this discuss the importance of opinion leaders for the marketers.