

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : SUMMER : 2024
SUBJECT: CONSUMER BEHAVIOUR

Day : Wednesday
Date : 22/05/2024

S-22792-2024

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** What is meant by Consumer Behaviour? Discuss the relevance of studying consumer's behaviour in the light of current business scenario. (10)
- Q.2** What is meant by an attitude? What are the different strategies with which consumer's attitudes can be changed? (10)
- Q.3** Write an illustrative note on the consumer research process. (10)
- Q.4** Distinguish between consumer buying and organizational buying decision making process. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) B2B marketing
 - b) Diffusion of innovations
 - c) Nicosia Model
 - d) Howard-Sheth Model

SECTION-II

- Q.6** Which stage in the family life cycle would constitute the most attractive segment for the following products and services? Give reasons for your answer. (10)
- a) Furnishings and decor
 - b) Solo tour packages
 - c) Baby care products
- Q.7** A private sector airline service provider who is currently incurring losses due to various operational and managerial problems. As an expert, design a questionnaire for this service firm so as to get customer feedback for improving their services. (10)
- Q.8** Vijay wants to buy a pair of jeans for himself and he is thinking to buy a Pepe Jeans, which is a premium brand. However, on the pocket money received from his father he can buy Rough and Tough pair of jeans. He believes, though it is stylish but does not go with his personality. Explain this situation with the help of personality and self-concept analysis of consumer behaviour. (10)

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