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Total No. of Pages : 1

Total No. of Questions : 07

MBA (Sem.-3rd)

CONSUMER BEHAVIOUR

Subject Code : MB-901 (2009 to 2011 Batch)

Paper ID : [C0153]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

1. Answer briefly :

- (a) “Consumer behaviour is multidisciplinary in nature”. Comment.
- (b) Differentiate between quantitative and qualitative research.
- (c) Define consumer complaint behaviour.
- (d) Differentiate between consumer research and market research.
- (e) What are the features of Goal setting theory?
- (f) Discuss the concept of Product Personality.
- (g) Distinguish between sensation and perception.
- (h) What are various elements of culture?
- (i) What are main characteristics of an opinion leader?
- (j) What are different elements of Diffusion process?

SECTION-B

2. Explain the differences between personal and organisational consumer.
3. What do you understand by ‘Howard-Sheth’ model? Discuss in detail.
4. Discuss various attitude change strategies.
5. What are various opinion leader’s measurement techniques?
6. Explain in detail the different theories of attitude formation.
7. You as a marketer discuss the stages in the Adoption process. What are various Limitations of Adoption Process?