

Roll No. ....

Total No. of Pages : 02

Total No. of Questions : 07

**MBA (Sem.-3)**

**CONSUMER BEHAVIOUR (2K8 Batch)**

**Subject Code : MB-901 (2008-10 Batch)**

**Paper ID : [C0153]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY.**
2. **Attempt any FOUR questions from SECTION-B.**

**SECTION-A**

**(10 × 2 = 20 Marks)**

1. Write short notes on :

- (a) Positive motivation
- (b) Egoistic needs
- (c) Virtual personality
- (d) Dogmatism
- (e) Cognitive dissonance theory
- (f) Sensory adaptation
- (g) Nuclear family
- (h) Affluent market
- (i) Subcultures
- (j) Acculturation

**SECTION-B**

**(4 × 10 = 40 Marks)**

2. Describe the interrelationship between consumer behaviour as an academic discipline and the marketing concept.

3. Why are consumer's needs and goals constantly changing? What factors influence the formation of new goals?
4. How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation?
5. Explain a person's attitude toward visiting Disney World in terms of the tricomponent attitude model.
6. Compare and contrast the economic, passive, cognitive and emotional models of consumer decision making.
7. What are the advantages and disadvantages of global promotional strategies?