



HCX-161100020305 Seat No. _____

M. B. A. (Sem. III) (CBCS) Examination

October / November - 2017

Consumer Behaviour

Time : **3** Hours]

[Total Marks : **70**

Instruction : All questions carry **equal** marks.

- 1** Discuss the impact of technology on consumer behaviour. Explain how marketers can use technology to retain and satisfy customers.

OR

- 1** Explain how understanding of consumer behaviour can be helpful to marketers in segmentation, targeting and positioning.
- 2** A. What is motivation ? Explain rational and emotional motives with examples.
B. How external influences affect Consumer decision making ?

OR

- 2** A. Explain the principles underlying perceptual organization.
B. Explain the factors affecting reference group influence.
- 3** In today's fast paced world consumers' needs and motives are changing rapidly. How can these changes in consumer behaviour affect marketing strategies of firms?

OR

- 3** Explain the Maslow's Hierarchy of needs theory and its applications in the field of Consumer Behaviour.
- 4** A. What is the differential threshold ? What are the marketing applications of just noticeable difference?
B. Which are different adopter categories of consumers ?

OR

- 4** A. Explain personality traits that are useful in differentiating between consumer innovators and non-innovators.
B. What are different stages of information processing ? Explain.

5 Write short note on : (any two)

1. Opinion leadership
 2. Tri component attitude model
 3. Classical conditioning
 4. Post purchase dissonance.
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