



HDA-161100080305 Seat No. _____

M. B. A. (Banking & Finance) (Sem. III) (CBCS)

Examination

November / December - 2017

Consumer Behaviour

(Choice Based Credit System)

Time : **3** Hours]

[Total Marks : **70**

1 What is motivation ? Explain in detail the different types of consumer needs and goals. **14**

2 What are the different stages of consumer adoption process ? **14**

OR

2 Define decision making. Explain the four views of consumer decision making. **4+10**

3 Explain with examples different personality traits. **14**

OR

3 Explain the concept of reference groups. Also explain the role of family in consumer decision making. **14**

4 Define learning and the different elements of the learning process. **14**

OR

4 Explain perpetual selection and perpetual organizations. **14**

5 Write short notes on : (any two) **7+7**

(a) Diffusion of innovation

(b) Customer value and satisfaction

(c) Market segmentation

(d) Social responsibility of marketers.