



**JZ-161100080305**

Seat No. \_\_\_\_\_

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

**October - 2019**

**Banking & Finance**

*(Consumer Behaviour)*

Time : 3 Hours]

[Total Marks : 70

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

1 What is perception ? Write about perceptual selection and organization.

2 What is personality ? Discuss how personality can affect consumer behaviour ?

**OR**

2 Discuss the influence of culture and subculture on consumer behaviour.

3 What is motivation ? Explain different types of needs and goals with suitable examples.

**OR**

3 What is customer value and satisfaction ? What can organizations in service industry do to retain customers ?

4 What is classical conditioning ? Explain how classical conditioning can be applied in marketing ?

**OR**

4 What is adoption process ? Explain different adopter categories of consumers.

5 Write short notes on : (any two)

(1) SERVQUAL model.

(2) Absolute and differential threshold.

(3) Reference groups.

(4) Theory of trying to consume model.