



JY-161100020305

Seat No. _____

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

October - 2019

Consumer Behaviour

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 What is consumer behaviour? Why do marketers need to study consumer behaviour?

OR

1 Explain compensatory and non-compensatory consumer decision rules.

2 (a) What is the role of television advertising in consumer socialization? Explain.

(b) Explain cognitive and emotional views of consumer decision making.

OR

2 (a) Discuss personality traits related with consumer innovativeness.

(b) Explain customer value and customer satisfaction with examples.

3 Discuss the diffusion and adoption process for innovations.

OR

3 Discuss the influence of society and culture on consumer behaviour.

4 (a) What is perceptual interpretation? Explain.

(b) Explain theory of Reasoned-Action -Model.

OR

4 (a) Write about the motivations of opinion leaders and opinion receivers.

(b) What is motivation? Explain rational and emotional motives with examples.

5 Write short notes on : (any two)

(1) Reference Groups

(2) Differential threshold

(3) Classical conditioning