

Roll No.

12647

**MBA 2 Year 3rd Semester (CBCS) 2019-20
(New Scheme)
Examination – December, 2022**

CONSUMER BEHAVIOUR

Paper : 20IMG23GM4

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The questions paper is divided in *two* Sections.

Section – A comprising *eight* short answer type questions (carrying **2** marks each), which are *compulsory*. Answer to each question should not exceed **100** words normally. **Section – B** comprising **8** questions (2 questions from each Unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

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P. T. O.

SECTION – A

1. Write short notes on the following :
- (a) Market mix strategies
 - (b) Location based retailing
 - (c) Need recognition
 - (d) Motivational conflict
 - (e) Consumer beliefs
 - (f) Values and Consumer behaviour
 - (g) Opinion leader
 - (h) Advertising role in shaping consumer opinion

SECTION – B

UNIT – I

2. Explain consumer decision process model in detail. Describe affect of different internal and external variables on decision process.
3. What is consumer research ? Explain different steps involved in research process.

UNIT – II

4. Describe the importance of consumer satisfaction for marketer. What factors affect satisfaction level of consumer ?

12647- -(P-3)(Q-9)(22) (2)

5. Explain different demographic and economic factors which influence consumer behaviour. What is the role of consumer's personality in consumer behaviour ?

UNIT – III

6. How consumer beliefs, feelings, attitudes and intentions are related to each other ? What role these factors play in consumer behaviour study ?
7. Discuss the importance of family in consumer behaviour. How different stages of FLC influence consumer decision making.

UNIT – IV

8. What is the role of word of mouth and opinion leaders in advertising and marketing strategy formulation ?
9. How consumer opinions are formed ? Explain *two* processes of opinion formation. Give suitable examples for both processes.
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