

M. B. A. Examination.  
Semester 3. January 2021.  
Consumer behaviour.

Sub. code 4716

20 JAN 2021

Time: 1 hour 30 minutes.

Marks: 42.

Write any three answers.

Q.1. What is consumer behaviour ? Describe consumer behaviour and evolution of marketing. ( 14 ).

OR

Q.1 a. Describe relationship of consumer behaviour with marketing research. ( 07 ).

Q.1 b. Describe relationship of consumer behaviour with market targeting and positioning. ( 07 ).

Q.2. Describe relationship of consumer behaviour with market targeting and positioning. ( 14 ).

OR

Q.2. a. Describe in brief product market analysis. ( 07 ).

Q.2. b. Describe Freud's theory of personality in brief. ( 07 ).

Q.3. Describe communication and consumer behaviour. ( 14 ).

OR

Q.3. a. Describe classical conditioning theory of learning. ( 07 ).

Q.3. b. Define learning. Describe cognitive theory of learning. ( 07 ).

Q.4. Describe influence of culture and subculture on consumer behaviour. ( 14 ).

OR

Q.4. a. Describe the role of family in consumer behaviour. ( 07 ).

Q.4. b. Describe in brief consumer decision making. ( 07 ).

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