

- 8 MAY 2019

M. B. A. Examination.
Semester 3. **Code:- 4716**
Consumer behaviour.

Time : 2 hours and 30 minutes.

Total Marks : 70.

1. Define consumer behaviour. Explain scope of consumer behaviour. (14)
How consumer behaviour is important for marketers ? - Explain with example.

Or

Explain market segmentation, targeting and positioning with reference to consumer behaviour.

2. Explain Jungian types of personality and its role in understanding consumer behaviour. (14)

Or

What is motivation ? Explain dynamic nature of motivation with reference to consumer behaviour.

3. Explain classical conditioning theory of learning. Compare classical conditioning and operant conditioning theories of learning. (14)

Or

Explain with example " communication and consumer behaviour. "

4. Explain the concept of culture. Also explain how culture affects consumer behaviour. (14)

Or

Explain social class and its impacts on consumer behaviour.

5. Write in detail about diffusion of innovation. (14)

Or

5. Write about consumer decision making process.
