No. of Printed Pages—2

85H (CBM)

[18–HRGPKAC–M3S]

MBA 3rd Semester Exam., 2018

CONSUMER BEHAVIOUR (MARKETING)

[MBA (S3) 16]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define 'post acquisition'.

(b) Define 'consumer behaviour'.

(c) Define 'materialism'.

(d) Define 'umbrella positioning'.

(e) Define 'consumer learning'.

(f) Define 'consumer reference groups'.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) State the meaning of 'physiological arousal' and 'environmental arousal' of motives.

(b) Give a short note on the concept of 'perception'.

(c) Define the concept 'brand equity'.

(d) State the meaning of 'family life cycle' analysis.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) How will you relate psychological factors with consumer behaviour? Explain.

(b) Explain with examples the theories of personality.

(c) Outline the measures of consumer learning.

(d) Discuss the influence of Indian culture on marketing strategies of MNC's.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Outline the importance of consumer behaviour. Discuss with an illustration the consumer decision-making process. 4+6

(b) Write short notes on the following :

(i) Classical conditioning theory of behavioural learning 4

(ii) Instrumental conditioning theory of behavioural learning 4

(iii) Reinforcement of behaviour 2

(c) Discuss the social stratification and marketing strategy.

(d) Outline the various stages of consumer buying process.

(e) Explain psychoanalytical model and Howard-Sheth model of consumer behaviour. 5+5

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