Krishna Kanta Handiqui State Open University

MBA 4th Sem. Examination, 2014

Consumer Behaviour (Marketing) Paper - 16

Time : 3 Hrs. Full Marks : 80

1. Answer any five from the following questions 2×5 =10
(each within 50 words)
   (a) Define consumer behaviour.
   (b) State different natures of personality.
   (c) What is reinforcement?
   (d) What is reference group in consumer behaviour?
   (e) What is virtual group?
   (f) What is impulse purchase?
   (g) How celebrity appeals influences in consumer behaviour?
2. Answer any three from the following questions 4×3 =12
(each within 100 words)
   (a) Discuss different types of consumer buying behaviour.
   (b) What is 'subliminal perception?' How it influences in consumer's buying behaviour?
   (c) Discuss the split-brain theory of consumer behaviour.
   (d) Discuss how social class influences in consumer buying behaviour.
   (e) Discuss the behavioural segmentation of consumer market.
3. Answer any three from the following questions 6×3 =18
(each within 250 words)
   (a) Discuss how motivational factor influences in consumer buying behaviour by considering Maslows need hierarchy model.
   (b) Discuss how personality influences in consumer buying behaviour with the help of Freud's psychoanalytic theory.
   (c) Discuss the strategic application of classical conditioning theory of consumer learning.
   (d) What is attitutudinal and behavioural measures of brand loyalty? Also discuss how brand equity influnces in consumer buying behaviour.
   (e) Discuss how social stratification influences in buying behaviour.
4. Answer any four from the following questions 10×4 =40
(each within 400 words)
   (a) Discuss different factors which influences in consumer buying behaviour.
   (b) Discuss how consumer market can be segmented and product can be positioned accordingly.
   (c) Discuss different elements of perception and how it influences in marketing.
   (d) Discuss the information processing theory. Also discuss different measures of consumer learning process.
   (e) Discuss how different groups influences in consumer behaviour.
   (f) Discuss different stage of 'family life cycle' and how the consumer buying pattern varies accordingly.