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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA301A

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Consumer Behaviour

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R002

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Define consumer behaviour (CB).
- b) What is distributive approach in CB?
- c) What is VALS?
- d) What is family life cycle?
- e) Who are opinion leaders?
- f) What is social group?
- g) Define Blackbox.
- h) What is omni channel Behaviour?
- i) What are cultural values in consumer Behaviour?
- j) Define perception.

Part-II

Q2 Only Focused-Short Answer Type Questions-(Answer Any Eight out of Twelve) (6 x 8)

- a) What is the role of reference groups in influencing consumer Behaviour?
- b) Social media plays a major role in shaping consumer Behaviour. Explain.
- c) How does social class help the marketers to formulate strategies of CB?
- d) Write your views on changing consumer Behaviour and its dynamics.
- e) What is psychoanalytic theory?
- f) Explain the process of consumer decision making.
- g) What is selective exposure, selective retention, and selective distortion in CB?
- h) Discuss the importance of attitude components in consumer Behaviour.
- i) How is the consumer Behaviour different in online and offline market?
- j) What are the triggers of cognitive dissonance?
- k) What are the factors affecting diffusion of innovation?
- l) Briefly explain cross-cultural consumer analysis.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Critically evaluate the Howard Sheth Model. (16)
- Q4** What is the relevance of Pavlov's theory in consumer Behaviour? (16)
- Q5** Discuss the role of Maslow's theory in consumer Behaviour. (16)
- Q6** How do marketers apply gestalt psychology on consumer Behaviour? (16)