



PAS-161100020305

Seat No. _____

M. B. A. (Sem. III) (CBCS) Examination

October / November - 2018

Consumer Behaviour

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Explain how understanding of consumer behaviour can be helpful to marketers in developing marketing mix?

OR

- 1 What are the components of culture? Explain how culture influences consumer behaviour.

- 2 (a) What is opinion leadership? Compare the motivations of opinion leaders and opinion receivers.

- (b) Explain three stages of information processing in memory.

OR

- 2 (a) What is post purchase dissonance? What marketers can do to help consumers overcome post purchase dissonance?

- (b) Write a note on Tri component attitude model.

- 3 Explain Classical conditioning. Write about the strategic applications of classical conditioning.

OR

- 3 Discuss how attitudes are learned. What strategies can marketers adopt to form or alter the attitudes of consumers?

- 4 (a) What are cognitive and emotional views of decision making? Explain.

- (b) Explain the basic principles of perceptual organization with example.

OR

- 4 (a) What factors affect reference group influence? Explain.
- (b) What is Maslow's hierarchy of needs theory? How can marketers apply it in advertising?
- 5 Write short note on : (any two)
- (1) Motivation
 - (2) Diffusion of innovation
 - (3) Horney's CAD theory
 - (4) Customer value and satisfaction
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