



**PAT-161100080305** Seat No. \_\_\_\_\_

**M. B. A. (Sem. III) (CBCS) (Banking & Finance)  
Examination**

October/November - 2018

**Consumer Behaviour  
(Choice Based Credit System)**

Time : 3 Hours]

[Total Marks : 70

**Instruction** : All question carry equal marks.

- 1 What is personality ? Explain the Freudian and Neo-Freudian theories of personality.
  - 2 Discuss opinion leadership and influence of reference groups on consumers.
- OR**
- 2 What is customer value and satisfaction ? What can organizations do to retain customers ?
  - 3 What is adoption process ? Explain different adopter categories of consumers.
- OR**
- 3 Discuss the basic principles of perceptual organization with examples.
  - 4 Explain how attitudes are learned ? What are the marketing applications of attitudes ?
- OR**
- 4 What is classical conditioning ? Explain how classical conditioning can be helpful in marketing ?
  - 5 Write short notes : (any two)
    - (1) Tri component attitude model
    - (2) Motivation
    - (3) Brand repositioning
    - (4) Absolute and differential threshold.