

Roll No. ....

**12053**

**MBA 2 Yr. 3rd Semester (CBCS)  
Examination – March, 2021**

**CONSUMER BEHAVIOUR**

**Paper : 17IMG23GM2**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Section – A is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

**SECTION – A**

1. (a) Define market segmentation.
- (b) Is it easy to develop consumer loyalty for a marketer ? Discuss.
- (c) What is need recognition ?
- (d) What is the meaning of personal values in consumer behaviour ?

12053-350-(P-3)(Q-9)(21)

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- (e) Discuss at least *four* importance of direct marketing.
- (f) What are the determinants of social class ?
- (g) What is the influence of Family life cycle on decision process ?
- (h) Explain the role of opinion leaders in advertising.

## SECTION – B

### UNIT – I

- 2. Consumer Behaviour involves exchanges between human beings. Discuss the above statement with special emphasis on importance of Consumer Behaviour.
- 3. Define consumer decision process. Discuss the factors influencing the problem solving process.

### UNIT – II

- 4. What is Retail Marketing ? What are the determinants of Retail success or failure ?
- 5. Define personality. What are the characteristics of personality ?

### UNIT – III

- 6. "Is it possible to change the attitude of consumer towards products or Brand" ? Do you agree with this statement ? Justify it with suitable examples.

12053- (P-3)(Q-9)(21) ( 2 )

- 7. Explain with the help of examples how family life cycle affects the buying pattern of consumers ?

### UNIT – IV

- 8. Define Diffusion of Innovations. Also discuss the Diffusion process.
- 9. Discuss the role of company in helping consumers to remember the product information.

12053- (P-3)(Q-9)(21) ( 3 )