

A - 4914

**M.B.A. (Full Time) (FA/MM/HLR.D/
B.A.) (Third Semester) EXAMINATION,
Dec.-2023**

Paper-304-MK-01

CONSUMER BEHAVIOUR*Time : Three Hours**Maximum Marks : 60**Minimum Pass Marks : 21*

Note—Attempt *all* questions. Question No. 1 is compulsory.

1. Attempt any *five* questions. (Not more than 50 words each)—

- | | |
|--|---|
| (i) What is customer value ? | 2 |
| ✓(ii) Define consumer research. | 2 |
| ✓(iii) What are the levels of consumer decision making ? | 2 |
| (iv) Define Consumer Motivation. | 2 |
| ✓(v) Define Personality. | 2 |
| (vi) Define absolute threshold. | 2 |

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|---|---|
| (vii) What is consumer learning ? | 2 |
| (viii) Define Attitude. | 2 |
| ✓(ix) What is diffusion of innovation ? | 2 |
| ✓(x) Differentiate between culture and sub culture. | 2 |

Unit-I

2. Explain the impact of Digital technologies on marketing strategies. 10

Or

- ✓ Explain the consumer research process in detail. 10

Unit-II

3. ✓ Explain the different models of consumer decision making. 10

Or

Write a note on motivation as a psychological force and dynamics of Motivation. 10

Unit-III

4. ✓ What is brand personality ? Explain how brand personality is measured ? 10

Or

- ✓ What are the different elements of perception ? 10

Unit-IV

5. Explain the behavioural and cognitive theories of learning. 10

Or

- ✓ Explain the tri component model of attitude. 10

Unit-V

6. Explain the role of reference group and family influences on buying behaviour of consumers. 10

Or

- ✓ Explain in detail the diffusion and adoption process. 10