

Roll No. ....

Total Pages : 2

MBA/M-15

**13139**

**CONSUMER BEHAVIOUR**

Paper-MBA-MM-201

Time Allowed : 3 Hours]

[Maximum Marks : 80

**Note :** Attempt **five** questions in all, selecting at least **one** question from each Unit. Question No. 1 is compulsory.

**Compulsory Question**

1. Write short notes on the following :

- (a) Nature of Consumer behaviour
- (b) Consumer Research
- (c) Personality
- (d) Learning
- (e) Opinion leadership.

**UNIT-I**

- 2. Why Marketers must study Consumer behaviour?  
Discuss the scope of Consumer behaviour.
- 3. Write in detail about different stages of Consumer decision-making process and their marketing implications.

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## UNIT-II

4. Define Perception. What are different factors that influence perception?
5. What is Attitude? How attitudes get formed? Can marketers change Consumer attitudes?

## UNIT-III

6. Discuss the influence of Family and Reference groups on Consumer behaviour.
7. Describe the impact of Culture and Social class on CB.

## UNIT-IV

8. What do you mean by diffusion of Innovation? What is its relevance in Consumer behaviour?
9. Discuss the buying process of Industrial Customers. What factors influence buying decisions of Industrial Buyers?