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Total No. of Pages : 02

Total No. of Questions : 06

**MBA (PIT) (Sem.-3)**  
**CONSUMER BEHAVIOUR**

Subject Code : MBA-311

M.Code : 51201

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consist of ONE Case Study carrying EIGHT marks.
4. All Questions are Compulsory.

**SECTION-A****1. Write short notes on :**

- a) Psychographics
- b) Perceptual process
- c) Consumer learning
- d) LIFE STYLE
- e) Diffusion process
- f) Reference groups

**SECTION-B**

2. Consumer behavior has essentially an interdisciplinary nature. Discuss the impact of psychology, sociology and anthropology on this branch of academics?
3. Discuss the role of personality in individual buying behavior citing examples.



4. Discuss the role of learning in individual buying behaviour related with non-routine decisions.
5. Discuss the role of reference group and family influence in process for a new product adoption.

### SECTION-C

#### 6. Case study :

Satnam was at the restaurant. A young group came, stopped at the reception, and asked the attendant, "Do you take paytm for the bill?" No, they did not take e-payments though debit/credit/cash was welcome. On hearing this, they went away. This was one of those quick service restaurant that you drive into, sit for a few minutes while having a quick snack, and drive out. Why would anyone think of using a e-payment for the purchase of food? Why was a cheque the only payment instrument this group either wanted to use or had available? They probably had cash. They even might be holding a multitude of things, including numerous payment instruments. One could understand their stopping the car and running into the restaurant, then asking at the point of sale whether they take Paytm, and when told no, opting to use a debit card or cash, or possibly even a credit card. That is not what happened. They just drove off, foregoing the purchase altogether. They must have either only had a check available, or only wanted to pay by Paytm.

#### ***Question :***

Discuss how and why young urban consumers choose their payment instruments to explain this group's behavior?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**