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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(MARKETING MANAGEMENT)****(SECOND YEAR)****230: CONSUMER BEHAVIOUR**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. What are the types of buying motives?
2. What is the need for consumer behaviour study?
3. What is called as religious diversity?
4. What is report purchase?
5. What is social class?
6. What is meant by lifestyle positioning?
7. What is meant by household life cycle?
8. What is meant by opinion leader?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Enumerate the consumer decision making process with example.
10. Explain Maslow's hierarchy need theory with an example.
11. Explain the different roles that may be performed by various family members.
12. Explain the major ways in which consumer use information derived from their environment.
13. Discuss the purchase behaviour of consumer in the context of E-commerce revolution.

SECTION- C**(1×15=15)****Answer any ONE question**

14. Explain the purchasing pattern in detail.
15. Discuss the consumer problem recognition process in detail.
16. Discuss the individual determination of consumer behaviour.

SECTION- D**(1×15=15)****(Compulsory)**

17. Case Study :
Analyse the consumer decision making process and problems in buying a car with appropriate examples.
