

**CODE NO: R7-38/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-III Semester Regular Examinations February -2010**

**COSUMER BEHAVIOR**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions  
All questions carry equal marks**

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1. What are the critical factors in understanding consumers & market segments?
2. How the consumer will pursue and react to new price strategy?
3. Explain & analyze the changes in social behavior due to introducing technology based products?
4. Explain stages in persuasive communication and diffusion of innovation?
5. Explain how communication decision process influences consumer behavior?
6. Explain briefly the features of various models of Buyer behavior?
7. What is consumerism? Briefly explain legal and marketer responses to consumer issues?
8. Explain regulatory mechanism in consumer protection act?

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