

CT Inst. of Engg

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

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

Subject Code : MB-901 (2009 to 2011 Batch)

Paper ID : [C0153]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A**1. Answer briefly :**

- i. What is importance of Consumer Behaviour?
- ii. Why do we segment Markets?
- iii. Is motivation important in Consumer Behaviour? How?
- iv. What do we mean by Attitude?
- v. How is Vanity important in shaping personality of Consumer?
- vi. Explain the term Subculture.
- vii. What is a Reference Group?
- viii. How does personal influence affect a consumer decision making?
- ix. What do we mean by Social Class?
- x. What do we mean by an Opinion Leader?

SECTION-B

2. Distinguish between qualitative and quantitative are the advantages and disadvantages of both
3. Explain the Howard-Sheth Model of Consumption it different from Nicosia Model?
4. Explain the various theories of Personality with
5. Explain the various Attitude Formation theories
6. Explain the categories of Social Class. Also e application.
7. Describe the Diffusion Process. Is it different Explain.

