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Register Number :

7033

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(BUSINESS APPLICATIONS)****(SECOND YEAR)****260 — CONSUMER BEHAVIOUR**

Time : Three hours

Maximum : 75 marks

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

Write short notes on :

1. Consumer Vs Customer.
2. Consumer attitude.
3. Social class.
4. Limited decision making.
5. Personal factors.
6. Emotional buying.
7. Cognitive dissonance.
8. Opinion leadership.

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

9. Focus consumer as a learner with illustrations.
10. How a group can influence consumer behaviour?
11. Explain the factors influencing repeated buying.
12. Specify the sources of information on which the consumers rely upon to take a purchase decision. What are dependable sources?
13. Discuss the impact of culture and social factors in purchase decision making.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

14. Describe consumer buying decision process.
15. Explain the impact of behavioural science on consumer behaviour.
16. Discuss Nicosia model of consumer behaviour.

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

17. Case study :

Organisational buyers are typified as being more rational than consumers. Describe three situations in which business buyers may appear to be behaving in a more emotional way.

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