

Code No. 9113

**FACULTY OF MANAGEMENT****MBA IV – Semester Examination, May /June 2017****Subject: Consumer Behaviour****Course No. 4.3.1 (Marketing)****Elective – VI (Minor – II Area)****Time: 3 Hours****Max. Marks: 80****Note: Answer all the questions.****PART – A (10x2 = 20 Marks)****[Short Answer Type]****1 Write short notes on the following at one place only:**

- a) Selective perception
- b) Consumer perception
- c) Consumer learning
- d) Features of learning
- e) Life style profiles
- f) Reference groups
- g) Marketing Information System
- h) Customer action
- i) What are traditional models of consumer behaviour?
- j) Engel model of consumer behaviour.

**PART – B (5x12 = 60 Marks)****[Essay Answer Type]**

- 2 a) Explain different areas of applications of consumer behaviour in marketing.  
**OR**  
b) Briefly explain the theories of motivation.
- 3 a) What is learning? Explain the implications of learning principles in marketing.  
**OR**  
b) How Split-brain theory influences the consumer behaviour? Explain.
- 4 a) What are the features of social classes? How the consumer behaviour is influenced by social class.  
**OR**  
b) Explain the impact of family life cycle stages on consumer behaviour.
- 5 a) How knowledge of consumer behaviour is useful to a marketing manager? Discuss applications of consumer behaviour in marketing decisions.  
**OR**  
b) What factors influence the industrial buying decisions?
- 6 a) Discuss the Contemporary models of consumer behaviour.  
**OR**  
b) Briefly explain the Howard Sheth Model of consumer behaviour.

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