

FACULTY OF MANAGEMENT**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018****Subject: Consumer Behaviour****Paper – MB – 404 – 2 (Marketing)****Discipline Specific****(Elective – IV – Marketing)****Time: 3 Hours****Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Abraham Maslow hierarchy of needs
- 2 Information Processing theory
- 3 Family life cycle stages
- 4 Post purchase behaviour
- 5 .Traditional Model of Buyer behaviour

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

- 6 a) Explain the various factors influencing consumer behaviour.
OR
b) Briefly explain the theories of personality.
- 7 a) Explain the various elements of consumer learning.
OR
b) Explain “how the split – brain theory influences in the consumer behaviour”.
- 8 a) What are the determinants of social class? How the consumer behaviour is influenced by social class.
OR
b) What are the four main value dimensions along which national cultures can vary?
- 9 a) Discuss the influence of reference group on consumer behaviour.
OR
b) Explain the factors influence the industrial buying decisions.
- 10 a) Briefly explain the black well and Rao-Lilien model of consumer behaviour.
OR
b) Elaborate the various factors that influence a customer decision to buy a car.
