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SECTION-B

UNIT-I

2. What do you mean by Consumer Behaviour? Discuss the applications of consumer behaviour at the micro and macro level.
3. Write a detailed note on recent development in modelling buying behaviour. Discuss various categories of adopters with the help of example.

UNIT-II

4. Define perception. Discuss how the perception is playing an important role in consumer behaviour.
5. Critically examine the personality theory of consumer behaviour and also discuss its impact on consumer knowledge? Give suitable examples.

UNIT-III

6. What is meant by reference group? Should marketers attempt to influence reference group rather than consumers? Explain.
7. Elaborate the family life cycle and also discuss family decision making process.

UNIT-IV

8. Explain the concept of Group Decision Making. Explain its role in consumer decision making process.
9. Who are opinion leaders? What is the role played by opinion leaders in consumer behaviour?