

**R09**

**Code No: E5305**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA - III Semester Examinations, January 2011**

**CONSUMER BEHAVIOR**

**Time: 3hours**

**Max. Marks: 60**

**Answer any five questions  
All questions carry equal marks**

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1. Explain the concept of market segmentation. And how it differs from market aggregation?
2. Define the consumer behaviour. Explain the need of the study of consumer behaviour.
3. What is motive? Explain different roles of motives influencing behaviour.
4. Describe Engel-Kollat-Blackwell (EKB) Model of buyer behaviour.
5. Describe about Brand loyalty.
6. Explain consumer protection act of 1986.
7. What are the various measurement techniques of opinion leadership?
8. Explain the stages in persuasive communication.

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