

K-846

Total Pages : 3

Roll No.

MS-503

CONSUMER BEHAVIOUR

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (Dec.)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

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[P.T.O.]

1. Examine the concept of brand loyalty, and its impact on consumer behaviour. How does this contribute to long-term customer relationships? Provide examples of successful brand loyalty programs.
2. Discuss different pricing strategies. How do factors such as reference prices, perceived value, and price-quality associations influence consumers' willingness to pay?
3. Explore the role of family and household structure in consumer decision-making. How does this influence purchase behaviours ? Provide examples of how marketers can tailor their strategies.
4. Examine the impact of personality and lifestyle on consumer behaviour. How do individual differences in personality traits and lifestyle choices affect product preferences and brand affiliations?
5. Discuss factors that affect consumer behaviour? Explain each of these in detail with suitable example.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. What is the definition of consumer behaviour?

2. Briefly explain market segmentation strategic with an example.
 3. What is the significance of understanding consumer needs and wants in marketing?
 4. Briefly describe the concept of cognitive dissonance.
 5. How do reference groups influence the purchasing decisions of consumers?
 6. Write a note on Extended Marketing Mix (7Ps) ?
 7. What role does perception play in shaping consumer preferences?
 8. Explain the difference between primary and secondary data in consumer research.
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