

A-0801

Total Pages : 4

Roll No. -----

MS-503

Consumer Behaviour

Master of Business Administration (MBA)

3rd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O

A-0801

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.

(2x19=38)

Note: Answer any **Two (2)** questions. Each question carries **19 marks**.

- Q.1. Critically evaluate the impact of psychological factors (motivation, perception, learning, and attitudes) on consumer behaviour. Provide relevant examples.
- Q.2. Discuss the concept of consumer involvement and its types. How does the level of involvement affect consumer buying decisions?
- Q.3. Explain the significance of lifestyle and psychographics in understanding consumer behaviour. How do

marketers use this information for targeting costumers?

- Q.4. Discuss the role of personal factors such as age, occupation, and lifestyle in influencing consumer behaviour? Provide examples from different product categories.
- Q.5. Discuss the concept of diffusion of innovation? Provide examples of the concept?

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.

[4x8=32]

Note: Answer any **four (4)** questions. Each question carries **8 marks**.

P.T.O

- Q.1. Define consumer attitude and discuss its components.
- Q.2. Write a short note on the role of social media in influencing consumer behaviour.
- Q.3. Explain the concept of perceived risk in consumer buying behaviour.
- Q.4. Define the term marketing mix? Give an example for the same.
- Q.5. Short note on the role of advertising in shaping consumer preferences.
- Q.6. What is the relevance of customer relationship management (CRM) in understanding consumer behaviour?
- Q.7. Define brand personality and its impact on consumer choice.
- Q.8. Briefly discuss importance of ethical considerations in studying consumer behaviour.
