

**A-737**

Total Pages : 3

Roll No. ....

**MS-503**

**CONSUMER BEHAVIOUR**

**Master of Business Administration (MBA)**

3rd Semester Examination, 2024 (June)

Time : 2:00 Hrs.

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** (2×19=38)

**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.

**A-737/MS-503**

( 1 )

P.T.O.

1. Explain the stages of the consumer decision-making process. How do external factors such as culture and social class influence each stage? Provide examples to support your answer.
2. Discuss the concept of motivation in consumer behaviour. How do psychological theories such as Maslow's hierarchy of needs contribute to our understanding of consumer motivation ? Provide real-world examples to illustrate your points.
3. Examine the impact of social media on consumer behaviour. How do platforms like Instagram and Facebook influence consumers' purchasing decisions ?
4. Explore the role of perception in consumer behaviour. How do factors such as selective attention, selective distortion, and subliminal perception affect the way consumers perceive and interpret marketing messages ? Provide relevant examples from marketing campaigns.
5. Analyze the influence of culture on consumer behavior. How do cultural values, rituals, and symbols shape consumers' preferences and choices ?

## Section–B

### Short Answer Type Questions (4×8=32)

**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.

1. How do cultural factors impact the way consumers perceive products and make purchase decisions ?
2. Define brand equity and discuss its importance in consumer behaviour.
3. Briefly explain what is meant by Marketing Mix with its relevance.
4. What is meant by Customer Relationship Management ? How is it relevant in the current times.
5. Explain New Product Adoption Method.
6. How do demographic factors such as age, gender and income influence consumer behaviour.
7. Define the term ‘perceived risk’ in consumer decision-making. Provide an example.
8. Discuss the role of emotions in consumer purchasing decisions. How can marketers leverage emotional appeal in advertising ?

\*\*\*\*\*