

A-0752

Total Pages : 3

Roll No.

MS-503

Master of Business Administration (MBA)

(Consumer Behaviour)

Examination, June 2025

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.

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(1)

P.T.O.

1. Define consumer behaviour and discuss its importance in developing effective marketing strategies. Support your answer with suitable examples.
2. Explain the stages of the consumer decision-making process. How can marketers influence each stage ?
3. Discuss the role of culture, subculture, and social class in shaping consumer behaviour. Provide examples to illustrate their impact on purchasing decisions.
4. What is the theory of motivation in consumer behaviour ? Discuss the application of Maslow's Hierarchy of Needs in understanding consumer preferences.
5. Explain the concept of consumer perception. How does perception affect the buying behaviour of consumers ? Use examples from real-life scenarios.

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. Differentiate between cognitive dissonance and post-purchase behaviour.
2. What is the significance of opinion leaders in influencing consumer behaviour ?
3. Briefly explain the terms of self concept and self image.
4. Write a short note on the impact of technology on consumer behaviour.
5. In brief, what are the factors influencing attitude formation.
6. Short note on Skinner's theory of operant conditioning.
7. Highlight the role of emotions in consumer buying decisions.
8. What is the importance of consumer satisfaction in building long-term relationships.
