

Code No. 12068

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Consumer Behaviour

**Paper – MB – 2
Discipline Specific
(Elective – IV – Marketing)**

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

1. Hygiene Factors
2. Observational Learning Process
3. Sub-Culture
4. Buyer Black Box
5. Nicosia Model

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

6. Discuss in detail the contemporary dimensions of Consumer Behaviour.
7. Explain the concept of personality and discuss its relevance in the study of Consumer Behaviour.
8. Discuss the marketing implications of Classical Conditioning Theory.
9. Define Brand Loyalty. Discuss a model of Brand Loyalty.
10. Explain in detail the cultural dimensions of Indian Consumers.
11. What are lifestyle variable? Discuss AIO and VALS framework.
12. Define decision-making. Discuss the different views of consumer decision making.
13. Discuss the steps between evaluation of alternatives and purchase decision.
14. Critically examine the Howard-Sheth model of Consumer Decision Making.
15. Define Consumerism. Explain the concept of Consumerism in India.
