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Sub Code: RMB MK02

Roll No:

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MBA
(SEM III) THEORY EXAMINATION 2017-18
CONSUMER BEVAIOUR

Time: 3 Hours**Total Marks: 70****Notes:** Attempt all Sections. Assume any missing data.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14
- What is the role of sociology on organizational behavior?
 - What are the self appraisal theory of self image?
 - what is the relationship between consumer personality and brand personality?
 - Define a perceived risk. What are the different types?
 - What do meant by opinion leadership?
 - what are the reason that affect the level of information search?
 - Give the reason for satisfied but disloyal customer.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- Discuss in details about the contribution made by consumer behavior in various stages.
 - What is the changing face of consumer behavior under the scenario of globalization?
 - What are the various aspects of personality? Discuss about the impact of personality on consumer behaviour.
 - What are the characteristics of social class? Discuss the factor responsible for social stratification?
 - Discuss the Nicosia model of consumer behaviour in detail.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- What is the consumer decision making process? Describe the steps involved in it.
 - what is the post purchase dissonance? What are the condition leading to post purchase dissonance?
4. Attempt any *one* part of the following: 7 x 1 = 7
- What do you mean by customer loyalty? What are the stages involved in the process of achieving customer loyalty?
 - Discuss the various practical applications of consumer behaviour.
5. Attempt any *one* part of the following: 7 x 1 = 7
- Briefly explain all the determinants of consumer behaviour.
 - What do you mean by term 'Personality'? Discuss its nature.
5. Attempt any *one* part of the following: 7 x 1 = 7
- How can you measure the Personality?
 - What are the various methods of measuring customer satisfaction?
6. Attempt any *one* part of the following: 7 x 1 = 7
- What are the factors influencing organizational buying behaviour.
 - Explain in detail the different levels of information search.
7. Attempt any *one* part of the following: 7 x 1 = 7
- What are marketing implications of family's purchasing Decision?
 - What is sub-culture? How does age sub-culture affect the consumer? behaviour ?