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Paper Id: 

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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
- a. What is the role of sociology on organizational behavior?
  - b. What are the self appraisal theory of self image?
  - c. what is the relationship between consumer personality and brand personality?
  - d. Define a perceived risk. What are the different types?
  - e. What do meant by opinion leadership?
  - f. what are the reason that affect the level of information search?
  - g. Give the reason for satisfied but disloyal customer.

SECTION B

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

SECTION C

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