

A

(Printed Pages 3)

Roll No. \_\_\_\_\_

## MS-3139

M.B.A. (M) (Semester-II) Examination, 2015

CONSUMER BEHAVIOUR

(M-021)

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

Note : Answer five questions in all. Question No.1  
is compulsory. Attempt one question  
from each unit.

1. Explain the following in brief :  $3 \times 10 = 30$ 
  - (a) Motivational Conflicts
  - (b) Complex Buying Behaviour
  - (c) Buying roles
  - (d) Elements of Learning
  - (e) Classical Conditioning Theory
  - (f) Continuous, Dynamically Continuous and Discontinuous Innovations
  - (g) Central vs. Peripheral route to persuasion
  - (h) Family Life Cycle

**P.T.O.**

**(2)**

- (i) Two-step flow of communication
- (j) Normative Influence of Reference Group.

Unit - I

- 2. Discuss in brief various factors influencing consumer behaviour. 10
- 3. What is Purchase Involvement? Discuss the variables that determine the level of involvement of a consumer along with subsequent decision making patterns. 10

Unit - II

- 4. How are perceptions formed ? How do marketers try to shape the perceptions of consumers ? 10
- 5. Critically evaluate Maslow's Need Hierarchy Theory in the Indian consumer context. 10

Unit - III

- 6. What is meant by 'Attitude' ? What are the different components of an overall attitude ? Also discuss the attitude changing strategies used by marketers. 10

**MS-3139**

**(3)**

- 7. Explain the Input-Process-Output Model of consumer Behaviour with the help of a diagram. 10

Unit - IV

- 8. "The middle class is becoming India's consumption community". In this context, discuss the changing profile of Indian Middle Class. 10
- 9. What is Cognitive Dissonance ? What factors determine the possibility and extent of dissonance that a consumer may experience ? Also discuss the role that marketers can play in reducing dissonance in consumers. 10

**MS-3139**