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Total No. of Pages: 02

Total No. of Questions: 10

**MBA (Sem. – 3)**  
**CONSUMER BEHAVIOUR**

**Subject Code: MBA 921-18**

**M Code: 76894**

**Date of Examination : 06-01-2023**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

**SECTION-A**

1. Write briefly:
  - a) Highlight interdisciplinary nature of consumer Behaviour
  - b) Outline concept of spiritualistic consumption.
  - c) Outline the concept of product personality.
  - d) What is consumer imagery?
  - e) Outline meaning of family life cycle.
  - f) What do you mean by culture?
  - g) Outline concept of consumer innovators.
  - h) What is opinion leadership?

**SECTION-B**

**UNIT-I**

2. Why is it important to study consumer behaviour? Highlight the consumer research process, with illustrations.
3. Highlight use of information technology and Artificial Intelligence in consumer profiling and engagement, with examples.

## UNIT-II

4. Explain various behavioral and cognitive theories of consumer learning, with illustrations.
5. Highlight the ways attitudes are formed? Suggest various attitudinal change strategies.

## UNIT-III

6. What are the various functions of a family? Outline family decision making process
7. What do you mean by values and norms? Explain characteristics of culture. Highlight influence of culture on consumer behavior, with examples.

## UNIT-IV

8. Explain Nicosia Model of Consumer Behaviour, with examples.
9. Highlight concept of diffusion of innovation. Outline the diffusion and adoption process, with illustrations.

## SECTION-C

10. Read the case study and answer the questions based on it:

An ethnic fast food joint YUMPY is witnessing decline in sales over a period of time. It wants to monitor the changes in consumer behaviour over a period of time and wishes to hire you as a consultant.

- a) Recommend suitable bases for segmenting the consumer for the fast food joint. (4)
- b) Will opinion leadership and reference groups have any benefit in marketing the fast food joint offerings? Explain relative advantages and disadvantages. (4)
- c) How can technology be used in consumer engagement by the fast food joint (4)

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**