

Roll No. ....

Total No. of Questions : 13] [Total No. of Printed Pages : 3

**DP-317**

**M.B.A. III<sup>rd</sup> Semester (FT)**

**Examination, 2018**

**Consumer Behaviour**

**Paper - FSM-1**

**Time : 3 Hours] [Maximum Marks : 80**

**Note :- Attempt all the questions.**

**SECTION - 'A' 8×4=32**

**Short Answer Type Questions**

**Note :- Attempt any four question. All questions carries equal marks.**

**DP-317 (1) P.T.O.**

1. Define the term consumer Involvement ?
2. Write a short note on consumer Perception ?
3. What do you mean by "Evaluative Criteria" ?
4. How "Personality" influences Buying Behaviour ?
5. Write a short note on consumer life style ?
6. What do you mean by term diffusion of Innovation ?
7. Narrate briefly the term industrial Buying Behaviour ?
8. Why "Consumer Behaviour Audit" is necessary ?

**SECTION - 'B' 16×3=48**

**Long Answer Type Questions**

**Note :- Attempt any three question. All questions carries equal marks. http://www.onlinebu.com**

9. Define the term "Consumer Behaviour ? Explain the process of consumer Decision Making ?
10. Why "In formation search Process" and "Information Processing" is considered critical ? Explain with reasons ? Give examples ?
11. Write a comprehensive note on - "Consumer Attitude Change" ?

**DP-317 (2)**

12. What do you mean by "Psychographics" ? How it affects decision making ? What is the role of "Reference Group" in influencing consumer ?
13. Explain "Any One Model" of Consumer Behaviour ? Why you like this particular model ? Give reasons ?



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