

Roll No. ....

Total No. of Questions : 13]

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**UA-507**

**M.B.A. (Plain)/M.B.A.Mkt./Mkt. Mgt./Mkt. &  
Sales Mgt.) (F.T.) III<sup>rd</sup> Semester  
(Reg./Ex./ATKT)**

**Examination, 2023-24**

**Paper - FMM-1/FMS-1/MMM-1**

**Consumer Behaviour**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**SECTION - 'A**

**Short Answer Type Questions**

**8×4=32**

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**(1)**

**P.T.O.**

**Note :-** Attempt any four out of the given choices. Each questions carries equal marks.

1. Explain the concept of Consumer Involvement and decision making.
2. "Post purchase analysis is important for buyer and seller both". write down your comment on the statement.
3. Write a note on 'Consumer Motivation'.
4. Explain the concept of Information search process.
5. Briefly Explain the attribution theory.
6. Write a note on "Consumer Attitude".
7. Explain the Concept of Opinion Leadership.
8. Briefly any model of consumer Behaviour.

**SECTION - 'B**

**Long Answer Type Questions**

**16×3=48**

**Note :-** Attempt any three out of the given choices. Each question carries equal marks.

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**(2)**

9. Explain the Concept of threshold limit in Consumer behaviour in detail.
10. Explain any model of attitude in detail.
11. Explain the characteristics of culture and their influence on consumer behaviours.
12. Write a detailed note on "Reference group influence".
13. Explain the concept of Consumer behaviour audit in detail.

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