

Roll No.

**DR-407**

**M.B.A. (III-Sem.) (F.T.) Examination, 2019-20**

**CONSUMER BEHAVIOUR**

**Paper-FSM-1**

*Time : 3:00 Hours*

*Maximum Marks : 80*

**Note:** Attempt all the questions:

**Section-A**

**Short Answers Type Questions**

**Note:** Attempt any four questions. All questions carry equal marks. **8 x 4 = 32**

1. Why understanding of consumer behaviour is important. State any five reasons.
2. Write a note on consumer perception with example.
3. Explain the concept of opinion leadership.
4. Discuss consumer behaviour with reference to information search process.
5. How do personality factors affects attitude formation.
6. What do you understand with the term "Institutional Buyer".
7. Write a note on "Consumer Motivation".

DR-407

(1)

P.T.O.

8. Explain any one of the model of consumer behaviour.

**Section-B**

**Long Answer Type Questions**

**Note:** Attempt any three questions. All questions carries equal marks. **16 x 3 = 48**

9. What is Reference Group? Why it is important in consumer behaviour? Explain.
10. Explain in detail consumer decision making process. Give suitable examples.
11. What do you mean by "Psychographics"? How it affects decision making.
12. Explain in detail the concept of Information search process.
13. Write a detailed note on "The present scenario of consumer behaviour studies in India".

—x—

http://www.onlinebu.com

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

DR-407

(2)

Copies 3600