MBA 3rd Semester University Examination

May 2014

Consumer Behaviour

Subject Code: MSL - 613

Time Allowed: 03 hours.                            Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Question 1 is compulsory. Attempt any two from section A & two from section B. In all, attempt 5 questions.

1. Write short notes on
   i. Define consumer knowledge.
   ii. What do you mean by personality?
   iii. What do you understand by VALS?
   iv. What do you mean by service encounters?

   **SECTION – A**

2. Why do marketers use the motivational research? Write a short note on the popular techniques used for research purpose. (20)

3. Explain all the stages of family lifecycle with example. (20)

4. What do you understand by culture, subculture and cross culture marketing? (20)

   **SECTION – B**

2. Explain with examples how marketers can use group influence for developing marketing and personal selling strategies. (20)

3. What are the different types of reference group? How reference group influence individuals. (20)

4. Who are the online customers? How online customer behaviour is different from traditional customer behaviour. (20)