MBA-3rd Semester Examination
Jan.2014
Consumer Behaviour
Subject Code: MSL- 613

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 No. 1 is Compulsory and attempt two questions from each section. All questions carry equal marks.

1. a) Explain consumer’s sensory thresholds?
   b) What is dissonance?
   c) How is personality important in consumer behavior?
   d) What do you mean by diffusion of innovation
   e) What is difference between need and goals?

SECTION-A

2. What are the consumption differences you can observe with reference to durable and non-durable products based on social factors.

3. Elaborate the impact of involvement towards purchase. Also state the possible results of involvement based on marketing factors such as advertisement, product features etc.

4. What is the methodology used to study consumer behavior? Also explain the steps involved in it?

SECTION-B

5. Discuss briefly the Howard Sheth and Nicosia models of consumer decision making. Also discuss its importance in marketing.

6. Define culture. Explain briefly:
   a.) The characteristics of culture and factors influencing culture.
   b.) The norms, values and behavior of the sub-culture’s members.

7. “The marketing concept laid the ground work for the application of consumer behavior principles to marketing strategy?” Explain.