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2005E737

Candidate's Seat No : _____

**M.B.A.-II (Sem.-III) Examination
Consumer Behaviour
May-2017**

[Max. Marks : 100]

Time : 3 Hours]

Attempt all questions. All Question carry equal marks

1. Consumer needs and motivation are dynamic. Do you agree ? Give reasons and examples in support of your answer.
2. How does the study of Consumer Perception and Motivation help companies in better marketing their products and services ? What are the factors responsible for Consumer learning ?

OR

What role does Social Class play in developing or impacting Consumer Behavior towards products and services ?

3. Write explanatory notes on the following
 - a. Reference Groups
 - b. Consumer Attitudes

OR

Explain Consumer Decision Making Process. What role does Opinion Leadership play in it in Indian context ?

4. Communication done by companies helps in changing consumer behavior. Do you agree ? Explain in the light of following brands
 - a. Wagh Bakri Tea
 - b. Pizza Hut
 - c. Hitachi AC
 - d. Havmor Ice cream
5. Write brief notes on
 - a. Cultural aspects of consumer behavior
 - b. Ethics in measuring consumer behavior