



Seat No. : _____

DE-101

December-2025

**IMBA, Sem.-V (NEP SYLLABUS)
IMBA in Finance (FM) / IMBA in HR and
Public Administration (HRPA) /
IMBA in Business Management (BM)**

**DPPG-IMBA-M-DSC-M-355 / DPPG-IMBAF-M-DSC-M-355 /
DPPG-IMBAH-M-DSC-C-355 : Consumer Behaviour (CB)**

Time : 2:00 Hours]

[Max. Marks : 50

1. What is Consumer behaviour ? Explain various Contemporary Consumer Behaviour Models. **10**

OR

1. Explain the stages of the Consumer Decision-Making Process. **10**

2. Explain diffusion of innovations. Describe various elements in the process of diffusion. **10**

OR

2. Explain Opinion leadership. What are the characteristics of an opinion leader ? Distinguish between opinion leaders and opinion receivers. **10**

3. Contrast the major characteristics of the following personality theories : **10**

- (a) Freudian theory
(b) Neo-Freudian theory, and
(c) Trait theory.

Illustrate how each theory is applied to the understanding of consumer behaviour

OR

3. Discuss the role of psychographics, values and lifestyles (VALS) in understanding consumer behaviour. How can marketers use these concepts to develop effective market segmentation and positioning strategies for their products ? **10**

4. Enumerate the significance of ethics in the study of Consumer Behaviour. Explain in detail the ways and means of being an ethical shopper. **10**

OR

4. Explain in detail the application of the Research in the Direct marketing process. **10**

5. Answer in short : **10**

- (a) What is perceptual mapping ? Explain the steps to create it.
 - (b) Explain the SERVQUAL Model of service quality.
 - (c) Consumers have both innate needs and acquired needs. Give one example of each kind of need and show how the same purchase can serve to fulfill either or both kinds of needs.
 - (d) What is Halo effect ? Explain with an example.
 - (e) What is Consumer Involvement ? Explain its types.
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