

M.B.A. (GM-MM) Sem.-4 Examination**LS-401****C.B.****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

Q-1	Explain the following terms (Any 7) 1. Reference Group 2. Attitude 3. Brand Personality 4. Culture 5. Opinion Leader 6. Social Class 7. Innovation 8. Perceived Risk 9. Consumer Research 10. Market Segmentation	14
Q-2	A) Raj wants to buy a new mobile. Explain various steps Raj would go through in purchase decision making OR B) Veer wants to buy a new house Explain the role of family in the purchase decision	14
Q-3	A) Explain the Classical Conditioning theory and its implications in marketing OR B) Explain in brief the concept of self-image and its implications in marketing	14
Q-4	A) Explain the process of diffusion of Innovation and its resistance OR B) Explain the ELM model of Consumer behavior	14
Q-5	A) List out various factor affecting consumer behavior and explain any 2 factors in detail	14