**(Printed Pages 01)**

**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MBA - 3367**

**M.B.A. (III Semester) Examination, Dec.2018**

**BUSINESS ADMINISTRATION**

**Consumer Behaviour**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

Maximum marks assigned to each questions are indicated

**Q.1.** Attempt any six of the following questions:  **6\*5=30**

1. What do you mean by diversity of Consumer Behaviour? List out the determinants of Individual Consumer Behaviour.
2. Discuss the impact of digitalisation on decision making of consumers?
3. Explain the perceptual process. What factors are responsible for perceptual distortion?
4. What do you mean by personality and personality traits?
5. Elaborate the various functions of attitudes of consumers.
6. Compare and contrast between Organisational Buying Behaviour and Individual Buying Behaviour?
7. Briefly explain the process of marketing communication which helps the marketers to convey their messages to prospective consumers?
8. What are the precautions should be taken in account at in selecting alternatives for a good decision making.

**Q.2.** What do you understand by Consumer behaviour concept. Elaborate the nature and scope of consumer behaviour with suitable example. **10**

**OR**

Select a product, brand or service that you bought or used because it was particularly suitable for your needs. In the light of this experience, discuss the applications of consumer behaviour in our purchase decisions.

**Q.3.** What do you mean by motivation? How is it relevant to consumer behaviour? Discuss important ways to measure motivation in consumer behaviour. **10**

**OR**

What are the different levels of thresholds in consumer behaviour? Explain Absolute and Differential thresholds with suitable examples.

**Q.4.** What do you understand by consumer attitude? Discuss the functions of consumer attitude and its importance in consumer behaviour. **10**

**OR**

E-commerce companies have changed the primary nature of the market concept. Describe the important changes in the market place in India due to the arrival of big MNCs in E-commerce sector.

**Q.5.** Marketers using different innovative ways to communicate with consumers. Can you elaborate a few innovative communication practices which are heavily used in marketing communication recently? **10**

**OR**

What are the different levels of consumer decision making. Enumerate the importance of these levels in consumer decision making process.