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Question Paper Code : X 85106

M.B.A. DEGREE EXAMINATIONS, NOV./DEC. 2020
Elective
BA 5002 – CONSUMER BEHAVIOUR
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Write a short note on organizational buyer.
2. What is marketing ethics ?
3. Write a short note on cognitive component.
4. Why should we adopt models to study consumer behaviour ?
5. What is the nature of personality ?
6. What is psychographics ?
7. How can one measure culture ?
8. What is a reference group ?
9. List the types of consumer decisions.
10. What is innovation ?

PART – B

(5×13=65 Marks)

11. a) Comment on the statement 'customer retention is more important than customer creation' in the light of the marketing strategies followed by the marketing firm.

(OR)

- b) Who is a consumer ? Describe the different role a person plays as a consumer.

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12. a) Discuss in brief the implications of the Engel-Kollat-Blackwell model.
(OR)
b) Explain the Webstar and wind Consumer Behaviour Model.
13. a) Explain the classical conditioning theory.
(OR)
b) What is meant by consumer attitude ? What are its components and functions ?
14. a) What is social class mobility ? What is the role of marketers in this regard ?
(OR)
b) What is power ? Explain different types of power as an essential feature of reference group.
15. a) Explain the need to analyze post purchase consumer behavior from a marketing perspective.
(OR)
b) What is diffusion - process ? What factors affect diffusion process ?

www.binils.com PART – C (1×15=15 Marks)

16. a) How can a marketer of fully automatic washing machine use a decision process approach to better understand how consumers take decisions related to purchase of his product ?
(OR)
b) Differentiate between the consumer behaviour of rural Indians and Urban Indians. Substantiate your answer with suitable examples.
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