

Reg. No. :

**Question Paper Code : 10130**

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Elective

BA 4009 – CONSUMER BEHAVIOUR

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define 'Consumer Behaviour'.
2. Compare interpretive and Quantitative approaches to Consumer Behaviour.
3. Define Consumer Attitude. Give an example.
4. Define Consumer Perception.
5. What is Reference Group?
6. Briefly – Cultural analysis.
7. List any five consumer behaviour models in Individual Consumer behaviour.
8. Differentiate Individual and Industrial Consumer.
9. Define opinion leadership.
10. Differentiate between limited and extensive information processing.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the scope and importance of studying consumer behaviour.

Or

- (b) Explain the impact of Digital Revolution on the Consumer Behaviour in India.

12. (a) Explain Consumer Motivation. How does the need hierarchy theory influence Consumer?

Or

- (b) What do you understand by the Term 'Personality'? Explain the Various Determinants of 'Individual Personality'.

13. (a) In the Context of 'Consumer Behaviour', explain the Term: 'Inter-Personal Behaviour' and 'Group Behaviour', in brief.

Or

- (b) Discuss the role of socio-cultural dimensions in consumer behaviour.

14. (a) Explain the Howard and Seth model of consumer behaviour.

Or

- (b) Explain the Webster and Wind model of consumer behaviour.

15. (a) Discuss consumer behaviour across pre purchase, purchase and post purchase models of consumer decision making.

Or

- (b) Critical analyze why and how opinion leaders influence in purchase process.

PART C -- (1 × 15 = 15 marks)

16. (a) Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case.

Or

- (b) Analyse the determinants of purchase Behaviour of Indian consumers of Today.