Printed Pages: 01 **Subject Code: RMBMK02**

Paper Id: 270307 **Roll No:** | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2018-19
Consumer Behaviour

Time: 3 Hours ***Total Marks:70***

Notes: *Assume any Missing Data.*

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. What is negative reinforcement? How it is differ from punishment?
b. What is Advertisement wearout?
c. What is meant by the term Rituals?
d. What is meant by customer loyalty?
e. Discuss consumer socialization.
f. Define reference group?
g. Define Evoked set?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. What is consumer behavior? How did the field of consumer behavior evolve?
b. Consumer has both innate and acquired needs. Give example of each kind of need and show how the same purchases can serve to fulfill either or both kind of need?
c. What is culture? What are the most important characteristics of culture?
d. Discuss the steps in consumer information processing? Does it happen in all types of consumer purchase?
e. What factors influences consumer satisfaction?

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

a. Define the social marketing concept and discuss its importance.
b. Discuss the interrelationships among customer and satisfaction. Why customer relationship important?

4. Attempt any *one* part of the following: 7 x 1 = 7

a. Discuss and critically evaluate Maslow's Hierarchy of needs.
b. What is perception? How does it influence? What is their importance in advertising?

5. Attempt any *one* part of the following: 7 x 1 = 7

a. What is reference group? What types of influences can a reference group have on consumers?
b. What does the term group mean? On what basis may group be classified?

6. Attempt any *one* part of the following: 7 x 1 = 7

a. Discuss Howard Seth model of consumer behavior?
b. What is sensory discrimination, and what role does it plays in the evaluation of product?

7. Attempt any *one* part of the following: 7 x 1 = 7

a. Why can purchase implementation be a critical part of the organizational decision process?
b. How different organization activities and objectives would affects organizational culture?