

MBA 3rd Semester Examination, 2024

MBA

(Consumer Behaviour)

PAPER – MBA-307E

Full Marks : 100

Time : 3 hours

Answer all questions

The figures in the right hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

GROUP – A

Answer any eight questions : 5 × 8

- 1. ‘Understanding consumer buying behaviour is crucial for businesses striving to succeed in today’s competitive marketplace’ – Justify.**

(Turn Over)

2. 'Consumers are King in the market'. Explain the term in the context of consumer behaviour.
3. Explain the concept of consumer's variety seeking behaviour with suitable examples.
4. Do 'personal or psychological influences' significantly work in the field of consumer behaviour? Explain with reference to your answer.
5. Do you believe that 'Consumer Attitude' and 'Consumer Perception' are same thing? Give reasons in support of your answer.
6. What is customer satisfaction? How do you ensure customer satisfaction? 2 + 3
7. Explain how the environmental issues influence the consumer behaviour especially in the present era of green marketing concept.

8. 'Unlike recently, children now have a remarkable impact on the family decision-making process, using various tactics' –Justify.
9. "Social media has a significant effect on consumer decision-making" –Justify your answer with suitable examples.
10. Discuss the impact of rational and emotional motives on consumer decision making process with suitable examples.
11. Discuss briefly the roles of various family members in decision making process.
12. Explain how post-purchase experience affects consumer satisfaction and future buying decisions.

GROUP – B

Answer any **four** questions : 10×4

13. With the advancement of technology, consumer behaviour is changing rapidly – Discuss with suitable examples how consumer behaviour is evolving rapidly with the advancement of technology.
14. Explain how the Theory of Reason Action (TRA) can be used to predict consumer purchasing decisions. Provide relevant examples.
15. What do you mean by 'Diffusion' ? Discuss briefly the basic elements of the diffusion process. What are the characteristics of an innovations that commonly diffuse in the market ? $2 + (4 + 4)$
16. 'Consumers use various types of decision rules towards buying' - Discuss with suitable

(5)

examples different decision rules that consumers commonly use.

17. What are the major factors that influence the buyer's behaviour? Also state the various sources for collecting information in order to understand 'Consumer Behaviour'. 5 + 5
18. What do you understand by the term 'Personality'? Highlight the 'Individual Personality' theory in the context of consumer perception and sensation. 3 + 7

[Internal Assessment – 20 Marks]
