

2025

MBA 3rd Semester Examination

MBA

Paper : 307 E

[Consumer Behaviour]

Full Marks : 100

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *eight* questions : 5×8=40

1. Distinguish between impulsive buying behaviour and compulsive buying behaviour.
2. Discuss the marketing applications of the need hierarchy theory.
3. Explain the relationship between the personality and buyer behaviour.
4. How do companies use consumer perception to create images and sell their products and services?
5. Discuss the principal elements of learning.

P.T.O.

(2)

6. Explain in brief the tri-component model of attitude.
7. Discuss the implications of cultural change for the marketer.
8. Mention the various factors influencing the rate of diffusion.
9. How does online consumer behaviour affect the marketing strategy?
10. Discuss the environmental factors that affect the organizational buying behavior.
11. Describe the consumer adoption process.
12. Explain the concepts of :
 - (i) Opinion Leaders
 - (ii) Extensive problem solving buying behaviour

2½+2½

Group - B

Answer any *four* questions : 10×4=40

13. Discuss in detail the benefits of studying consumer behaviour.
14. Describe the five-factor personality trait model and its application in marketing along with examples.
15. State the factors influencing the organisational buying behaviour. Narrate the industrial buying decision process.

5+5

(3)

16. Discuss the drawbacks of online marketing. Describe the steps involved in organizational buying decision process. 4+6
17. State the benefits of maintaining customer loyalty. What is consumer satisfaction? 5+5
18. Draw and explain the concept of Howard-Sheth Model.

Internal Assessment : 20 marks
