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Total Number of Pages: 01

**MBA
MGT303A**

3rd Semester Regular/Back Examination 2017-18

Consumer Behavior (CB)

BRANCH : MBA

Time: 3 Hours

Max Marks: 70

Q.CODE: B700

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer the following questions : (2 x 10)**
- a) State the components of Psychographics.
 - b) What is latent demand?
 - c) What is understood by filter in CCU?
 - d) Define perception.
 - e) State the components of Psychographics.
 - f) What is Honeymooners stage?
 - g) What is Acculturation?
 - h) What is Cue?
 - i) What is S-R Relationship?
 - j) What is trait?
- Q2 Discuss the factors, which influence consumer buying behavior with appropriate examples. (10)**
- Q3 Enumerate the consumer decision process approach with purchase of Samsung 3 D television as the product. (10)**
- Q4 What is understood by diffusion of innovation and adoption processes? Exemplify your answer. (10)**
- Q5 Lay down the Nicosia Model and discuss its role in explaining consumer buying behavior. (10)**
- Q6 Explain the tri- component model of attitude with example. What objective does it serve in consumer behavior? (10)**
- Q7 What role does the study of culture and subculture play in understanding consumer buying behaviour? Answer with examples (10)**
- Q8 Write short notes on (any TWO) : (5+5)**
- a) Psychological field
 - b) Attitude
 - c) Gestalt theory