

**Krishna Kanta Handiqui State Open University**  
**MBA 4<sup>th</sup> Sem. Examination, 2014**

**Consumer Behaviour (Marketing) Paper - 16**

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5 =10  
(each within 50 words)
  - (a) Define consumer behaviour.
  - (b) State different natures of personality.
  - (c) What is reinforcement?
  - (d) What is reference group in consumer behaviour?
  - (e) What is virtual group?
  - (f) What is impulse purchase?
  - (g) How celebrity appeals influences in consumer behaviour?
2. Answer any three from the following questions 4×3 =12  
(each within 100 words)
  - (a) Discuss different types of consumer buying behaviour.
  - (b) What is 'subliminal perception'? How it influences in consumer's buying behaviour?
  - (c) Discuss the split-brain theory of consumer behaviour.
  - (d) Discuss how social class influences in consumer buying behaviour.
  - (e) Discuss the behavioural segmentation of consumer market.
3. Answer any three from the following questions 6×3 =18  
(each within 250 words)
  - (a) Discuss how motivational factor influences in consumer buying

- (b) behaviour by considering Maslows need hierarchy model.
  - (b) Discuss how personality influences in consumer buying behaviour with the help of Freud's psychoanalytic theory.
  - (c) Discuss the strategic application of classical conditioning theory of consumer learning.
  - (d) What is attitudinal and behavioural measures of brand loyalty? Also discuss how brand equity influences in consumer buying behaviour.
  - (e) Discuss how social stratification influences in buying behaviour.
4. Answer any four from the following questions 10×4 =40  
(each within 400 words)
    - (a) Discuss different factors which influences in consumer buying behaviour.
    - (b) Discuss how consumer market can be segmented and product can be positioned accordingly.
    - (c) Discuss different elements of perception and how it influences in marketing.
    - (d) Discuss the information processing theory. Also discuss different measures of consumer learning process.
    - (e) Discuss how different groups influences in consumer behaviour.
    - (f) Discuss different stage of 'family life cycle' and how the consumer buying pattern varies accordingly.