MBMM 3001/GN 3001

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester

General/Marketing

CONSUMER BEHAVIOUR

Time: Three hours

Maximum: 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How do qualitative research methods help to study consumer behaviour?

2. Describe the process of decision making.

3. Explain the factors which affect culture.

4. What is the role of family in buying decision making?

5. How do personality factors affect attitude formation?

6. What is cognitive learning?

7. Explain the benefits of market segmentation.

8. Mention the characteristics of online marketing.
customers who like to satisfy their hunger quickly.

food restaurants. These restaurants serve busy
out. This motivates entrepreneurs to start fast
adventures. Entrepreneurs are professing their parents to eat
17. Now-a-days children who are hungry by

Case Study - Compulsory

Part C — (1) x 20 = 20 marks

16. Will you overcome them?

What are the challenges to online sale and how

15. Sensation.

Explain the requirements of effective marketing

14. Consumer movement in India.

Explain the reasons for slow growth of


Explain the various stages in personality.

12. Consumer behavior.

Discuss the impact of social class on consumer

11. Consumer behavior.

Describe the role of different types of groups in

10. Write any five questions.

Part B — (5) x 10 = 50 marks