

Course Code:1PGDMM3  
Course: Consumer Behavior  
Credit: 5  
Last Submission Date: April 30 (for January Session)  
October 31, (for July session)

Max. Marks:-30  
Min. Marks:-12

Note:-attempt all questions.

- Que.1 What do you mean by Consumer Behaviour? Briefly explain factors affecting consumer behaviour.
- Que.2 What are the areas of Consumer Behaviour application in marketing?
- Que.3 Discuss different steps involved in the purchase decision of car.
- Que.4 Briefly explain the nature of evaluative criteria that consumers use.
- Que.5 What do you mean by motivation research? Discuss its importance in studying Consumer Behaviour .
- Que.6 What do you understand by attitude? What functions attitude perform to help Consumers?
- Que.7 What do you mean by personality? Discuss the traits theory of personality.
- Que.8 Discuss the nature of reference group. what types of influences a reference group Can have on consumers?
- Que.9 Briefly explain various models of consumer Behaviour.
- Que.10 Short notes:-
- (1) Opinion leadership
  - (2) Organisational buyer decision process
  - (3) Diffusion of innovation