

**Third Semester M.B.A., Degree Examination June 2009**  
**Directorate of Correspondence Courses**  
**MBA DP 303: CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 75

**SECTION - A**

**Answer the following sub-questions in two or three sentences each. Each sub-question carries two marks. (5x2=10)**

1. a) What is Cognitive Dissonance?
- b) What do you mean by high involvement decision?
- c) What is Perceptual Threshold?
- d) List out the important traits of personality.
- e) What is 'Reference Group'?

**SECTION - B**

**Answer any FIVE of the following. Each question carries SIX marks. (5x6=30)**

2. What is the role of consumer behaviour studies in formulating marketing strategies?
3. Briefly explain the factors influence consumer behaviour?
4. Explain the sources of information a consumer uses for need gratification.
5. Explain 'Type' Theory of Personality.
6. Briefly explain the various forms of reference groups.
7. Explain the various roles involved in buying decision process.

**SECTION - C**

**Answer the following question No. 8 & 9 carries TEN marks and question No. 10 carries 15 marks.**

8. a) Explain the Howard Sheth Model of Consumer Behaviour and its relevance in analysing the behaviour.  
**OR**
  - b) Explain the various decision rules consumer employ in making purchase decision.
9. a) Explain the factors responsible for high and low involved of consumer in buying decisions.  
**OR**
  - b) Explain the family influence on consumer buying decision.
10. Explain the process of diffusion of innovation and adoptors categories.