



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M.B.A.
(3½ Years Programme)

Roll No.

Subject: Consumer Behavior – Elective (Marketing Specialization)

MAX. TIME: 3 Hrs.

PAPER: 9

MAX. MARKS: 100

NOTE: Attempt any FIVE questions in all while Question No. 1 is Compulsory.

Q. 1 Write short answers of the following. All questions carry equal marks 4*10

1. What is the importance of Psychographics factors in consumer analysis?
2. For a product or service situation: What is the predominant social class of buyer?
3. What is information processing? How does it differ from perception?
4. What criteria's are used by marketers to classify groups?
5. What is meant by Diffusion process?
6. Describe the multistep model of communication.
7. What are Conscious and Unconscious motives?
8. Define subculture. Briefly discuss the nature of subculture.
9. Define Group. List down some types of groups.
10. List the three broad classes of message codes.

Part 2 Attempt any four questions. Each question carry 15 marks 4*15

- Q2. Describe the general types of consumer decisions. Why is it important to understand consumer decision making?
- Q3. Discuss in detail The Adoption Process. Also draw the flow chart/diagram.
- Q4. Inter-relate the Market segmentation and Product Positioning. Discuss strategies to Position Products.
- Q5. What are Reference groups? Discuss the various types of Reference Groups.
- Q6. What is learning? Briefly explain its importance to understanding consumer behaviour.
- Q7. Who are market opinion leaders? How do they differ from those they influence?

Icm Past Paper Of Consumer Buying Behaviour

Ensheng Dong



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