

G 8517



00008517



Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, JANUARY 2026

Third Semester

CONSUMER BEHAVIOUR

(2016 Admissions — Second Mercy Chance & 2015 Final Mercy Chance)

Time : Three Hours

Maximum : 60 Marks

*Answer **all** questions.*

Each question carries 12 marks

1. (a) Discuss the importance of Consumer Behaviour in marketing.

Or

- (b) What are the levels of consumer decision-making ?

2. (a) Discuss attitude formation and attitude change.

Or

- (b) Explain the arousal of motives with examples.

3. (a) Explain the adoption process in diffusion of innovation.

Or

- (b) Discuss factors affecting group influence. '

4. (a) Explain social class mobility and its impact on consumer behaviour.

Or

- (b) Discuss the strategies to overcome cross-cultural marketing problems in India.

5. (a) Explain the role of marketers in handling customer dissatisfaction.

Or

- (b) Differentiate between consumer buying and organisational buying.

(5 × 12 = 60)

