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MS-61

June – Examination 2020

**Master of Business Administration
Examination**

Consumer Behaviour

Paper : MS-61

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt any *five* questions. Each question carries equal marks.

1. Examine the Scope of Consumer Behaviour for decision-making.
2. Discuss the process of organizational buying.
3. Illustrate the level of consumer motivation and involvement for buying decisions.
4. Discuss the role of personality and self-concept in buying behaviour.

5. Examine the cultural and sub-cultural influences on buying behaviour.
6. Critically examine the Howard Sheth Model of consumer behaviour.
7. Discuss the process of buying behaviour.
8. Discuss the family life cycle and buying roles of family members.
9. Examine emerging trends in buying behaviour of Indian consumers.
10. Write a critical note on life style marketing.

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