

15/12/16

DOON UNIVERSITY, DEHRADUN (UTTARAKHAND)

END SEMESTER EXAMINATION- 2016

MBA III SEMESTER

MMS-525 CONSUMER BEHAVIOR (MARKETING ELECTIVE)

Note: Attempt all questions

MM-50

Time: 3Hours

Section-A

5X4=20

- 1- Discuss the nature and scope of consumer behavior?
- 2- State cross cultural influencing factors of consumer behavior?
- 3- What do you mean by brand loyalty?
- 4- Discuss the stages of organizational buying process?
- 5- Discuss the components of consumer attitude?

Section- B

2X7.5=15

- 6- Discuss the problems in understanding researching consumer behavior?
- 7- Explain the psychographic factors that influence consumer behavior? With suitable examples?

Section -C

15

- 8- Describe the factors of consumer satisfaction/dissatisfaction behavior model and state its impact on business?