

Roll No.

Total Pages : 3

13053/N**K-24/2111****CONSUMER BEHAVIOUR-III**

Paper-1103T

Semester-I

Time Allowed : 3 Hours] [Maximum Marks : 74

Note : The candidates are required to attempt **two** questions each from Sections A and B carrying 11 marks each and the entire Section C consisting of 10 short answer type questions carrying 3 marks each.

SECTION—A

1. Define the Consumer behaviour. Discuss various factors affecting Consumer behaviour. 11

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2. Explain the importance of Consumer behaviour in Fashion marketing. 11
3. What are Needs? Enlist and discuss different types of Needs. 11
4. Discuss the nature and characteristics of Learning. 11

SECTION—B

5. Write a note on Brand Personality. 11
6. What do you understand by Attitude? What are the functions of attitude? 11
7. Explain the role of Market research in impacting Consumer behaviour. 11
8. Discuss the ethics in Business and its relevance to Consumer behaviour. 11

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SECTION—C

9. Write short notes on the following : 10×3=30

- (i) Market research.
- (ii) Consumer market.
- (iii) Black Box Model in Consumer behaviour.
- (iv) Motive and Motivation.
- (v) Qualitative Research.
- (vi) Self-concept.
- (vii) Types of Learning theories.
- (viii) Attitude Change.
- (ix) Types of Consumers.
- (x) Trait personality theory.