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**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

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उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

**Programme Name-MBA-Third Semester/PGDMM-First Semester**

**Programme Code- MBA-13 /PGDMM-10**

**Course Name-Consumer Behaviour**

**Course Code-MM2203**

**Maximum Marks-40**

**Session -2014-15, Summer**

***Last Date of Submission: 31<sup>st</sup> January, 2015***

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**Section-A**

**Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following (1-8) –**

1. Consumer Research.
2. Consumer Perception.
3. Marketing Communication Process.
4. Market Positioning.
5. Consumer Decision Process.
6. Organizational Buying Behaviour.
7. Opinion Leadership.
8. Consumer Attitudes.

**Section-B**

**Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.**

1. Define consumer behaviour. Explain the process of market segmentation?
2. What is Innovation Diffusion? Critically explain the process of new product development with an example?
3. What is consumer Research? Explain the different types of research methods and data collection stages?
4. What is Personality? With reference to theories of personality explain how personalities affect consumer behaviour?