**UPES**

# UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

**End Semester Examination, December 2017**
**Program: BBA-LLB/B.Com-LLB**                    **Semester – IIIrd Semester**
**Subject (Course): Consumer behaviour**           **Max. Marks  : 100**
**Course Code   :**                                **Duration: 3Hrs**
**No. of page/s:**

## Section A

### (10 Marks X 3=30 Marks)

Q.1 Describe the meaning of the term consumer behaviour? Why is the study of consumer behaviour relevant in today's context? Explain?

Q.2. what is Market Segmentation? How is the practice of market Segmentation related to the marketing concept?

Q.3. Contrast the major characteristics of the following personality Theories:

a) Freudian Theory

b) Non-Freudian Theory

## Section B

### (10 Marks X 3=30 Marks)

Q.4. Discuss the difference between the Absolute Threshold and the Differential Threshold? Which one is more important to marketers and why?

Q.5. Define Learning? Why are marketers interested in understanding consumer learning?

Q.4. Briefly Describe:

1. Classical Conditioning Theory

2. Instrumental Conditioning Theory

## Section C

(10x 2 =20 Marks)

Q.6.Write a short note on various theories of Attitude?

Q.7. Define Reference Groups and its Types?

## Section D

(10 x 2 =20 Marks)

Q.7.Define Motivation? Explain the positive and Negative Motivation?

Q.8. Which of the five stages of the traditional Family life cycle constitute the most lucrative segments?

a) Mutual funds.

b) Dominos Pizza.

Explain its Answer.

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## Section A

### (10 Marks X 3=30 Marks)

Q.1.What is the need of understanding Consumer Behaviour? What are the factors that influence Consumer Behaviour?

Q.2. What is Market Segmentation? How is the practice of market Segmentation related to the marketing concept?

Q.3.Contrast the major characteristics of the following personality Theories:

a) Freudian Theory

b) Non-Freudian Theory

## Section B

### (10 Marks X 3=30 Marks)

Q.4. Discuss the difference between the Absolute Threshold and the Differential Threshold? Which one is more important to marketers and why?

Q.5. Define Learning? Why are marketers interested in understanding consumer learning?

Q.4. Briefly Describe:

   1. Classical Conditioning Theory.

   2. Cognitive Theory by Wolfgang Kohler.

## Section C

(10 x2 = 20 Marks)

Q.5. Explain Tri-Component Model of Attitude?

Q.6.Write a short note on Trait Theory of personality and Attitude towards Ad Model?

Q.7. Define Reference Groups and its Types?

## Section D

(10 x2 = 20 Marks)

Q.7.How does the family influences the consumer behaviour with regard to products? Explain with any example?

Q.8. Define Attitude? How are the Attitudes formed?