

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2079
Master of Business Studies (MBS)
Semester - IV

Subject: Consumer Behavior

Course Code: MKT 546

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions:

1. What do you mean by customer satisfaction?
2. Define market segmentation.
3. Write the concept of motivation.
4. Give the meaning for consumer perception.
5. What do you understand by perceptual selection?
6. Define social class.
7. What do you mean by consumer dissonance?
8. What does store image mean?
9. Write the concept of sub-culture.
10. What do you mean by organizational buying?

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions:

11. Why is it necessary to retain consumer? Illustrate some of the ways to retaining consumer. [3+5]
12. Discuss the importance of motivation in marketing .What are the steps involves in motivation? Explain. [3+5]
13. Write about the significance of consumer learning. Describe any two theories of learning. [4+4]
14. Define post purchase evaluation. Describe the determinants of post purchase evaluation. [2+6]
15. Describe the factors influencing organizational buying process and decisions. [8]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions:

16. What do you mean by personality? Explain the theory of personality in terms of marketing. [3+10]
17. Define reference group. What are the types of reference groups? Explain with example. [3+8+2]
18. Write the meaning and concept of consumer decision making. What is the process of consumer decision making? Explain. [3+10]

THE END