

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final 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. Define consumer behavior.
2. How would you value the customer? Give any two examples.
3. How is the product targeting different from positioning?
4. How does lifestyle impact consumer behavior? Give an example.
5. What do you understand by perceptual selection?
6. Do you think it is important to learn customers ? Give any two reasons.
7. List out the characteristics of culture.
8. What do you understand by non-store purchasing?
9. What do you mean by store image?
10. Write the concept of sub-culture.

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

Answer any **THREE** questions:

11. Define market segmentation. Elucidate some of the ethical issues of consumer behavior. [2+6]
12. Explain the types of consumer needs. [8]
13. Describe any two theories of attitudes. [4+4]
14. How does culture impact consumer behaviour? Give any example from your community. [8]
15. Describe the elements of post purchase evaluation. [8]

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

Answer any **TWO** questions:

16. What do you mean by attitude change? Explain the process of attitude change process. [3+10]
17. Define reference group and explain the types of reference groups. [3+10]
18. Describe organization buying process and explain the influences in organizational buying [7+6]

THE END