

**JK Lakshmipat University Jaipur**  
**INSTITUTE OF MANAGEMENT**  
End Term Examination, December 2024  
BBA, Semester V, 2023-24

Roll No.....

MA1103: Consumer Behavior

Time: 2 hours

Max. Marks: 30

**Instructions to students:**

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt all questions.

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- Q. 1 (a) What is a reference group? Name two reference groups that are important to you. 4.0  
(b) What are the various types of influences that reference groups exert? What kind of reference group influence do you expect in the following cases and why? 6.0  
(i) Home furnishing buying (ii) Mobile handset buying (LO2)
- Q. 2 Explain the 'Trait Theory of Personality'. Discuss with the help of suitable examples. 10.0  
(LO4)
- OR**
- A Korean passenger car manufacturer wants to launch a new line of passenger cars in India. Given your knowledge of the Indian consumer and their attitude towards cars, how can you use various structural models of consumer attitude to develop a marketing strategy for the launch of these cars in India. 10.0  
(LO3)
- Q. 3 What purchase decision process would occur for a family in the purchase of furniture? Think of your own family or the one you are familiar with. Which individuals share the roles of gatekeeper, influencer, decider, buyer and user? To what extent do these roles change across different product categories? 10.0  
(LO1)