



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Seventh Semester – Fall 2021

Roll No. ....

Paper: Consumer Behavior (Marketing Specialization)

Time: 3 Hrs. Marks: 60

Course Code: COMM-407

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**Q.1. Answer the following short questions:**

**(6x5=30)**

- i. Emotional vs. rational motives
- ii. Psychographic segmentation
- iii. Role of perception in consumer behavior
- iv. Family lifecycle
- v. Brand loyalty
- vi. Consumer Imagery

**Answer the following questions.**

**(3x10=30)**

**Question No. 2:** Briefly discuss the structure and maintenance of attitudes. Also elaborate the concept of cognitive dissonance and its organizational implications. Support your answer with suitable examples.

**(Marks = 10)**

**Question No. 3:** What is meant by group dynamics and consumer reference groups? What are the main types of group dynamics and how these are different from each other?

**(Marks = 10)**

**Question No. 4:** Briefly discuss the opinion leadership environment. What is its relationship with firm's promotional strategy? Give appropriate examples to support your answer.

**(Marks = 10)**