

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR (Established by Govt. of A.P., ACT No.30 of 2008) ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

Course Code 21E00304b	Specialization Elective- II Consumer Behaviour	L 4	Т 0	<u>Р</u> 0	<u>C</u> 4
	Semester		I	T	
Course Cojecti			11		
	ves: ain concept of consumer behavior and different facets of consumer	r huvi	ng he	havi	or
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cultural	le to understand the impact of social-economic-demographic, psy environmental factors on buying behavior	CHOIO	gicai	anu	
To educ	at in identifying types of market segments, strategies.				
• To desc	at in identifying types of market segments, strategies. by consumer decision making process and consumerism concept ide krowledge on consumer disputes redressal agencies and com	::		J.	
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	er protection Act 1986. nes (CO): Student will be able to				
	and consumer behaviour and insights and dimensions of consumer	r heho	viou	r	
	and interpret the consumer behaviour and its relationship with di				mer
factors.	and interpret are consumer benaviour and its relationship with di	IICICI		nom	nei
	nowledge on communication and consumer behaviour and various	mode	els of	buve	er
behavio		mout		Juje	
	and and describe consumer decision process pre –purchase and po	st pur	chase	e as v	wel
	t purchase behaviour.	I			
• Recogni	se the mechanism of consumer disputes redressal agencies	and	com	missi	ion
	er protection act, 1986.				
UNIT – I	0,	Lect	ure H	Irs: 8	
<u>serbon</u> ancy, mit	rmation processing, Attitude formation and attitude change.				_
UNIT – II		Lect	ure H	[rs: 1]	2
UNIT – II Social and Cult	al Stratification, Reference Groups and family influences, persona	d soci	o- cu	ltura	
UNIT – II Social and Cult	ural Environment : Economic, Demographic Cross Cultural an	d soci l influ	o- cu	ltura	1
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