

School of Architecture and Design

Architecture
ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem VI - BDFD3007 - ORGANIZATIONAL AND CONSUMER BEHAVIOUR

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. What are various types of organizational structure? K2 CO3 (2)
2. What is the importance of motivation? K1 CO1 (2)
3. Explain the post purchase evaluation. K2 CO5 (2)
4. What is a case study, explain with example? K3 CO4 (2)
5. What is the difference between forming and performing? K2 CO2 (2)
6. How many types of consumers are there, Explain with example? K4 CO2 (5)
7. What is attitude and how does it influence the work place? K3 CO1 (5)
8. What are the legal rights of a consumer in India? Explain. K5 CO5 (6)
9. What is perceptual process? Explain with diagram. K4 CO5 (8)
10. What is attitude, why is it important and what is its tri component model? K5 CO4 (8)
11. What is the difference between Prejudice, Discrimination and stereotyping explain with example? K4 CO3 (8)