

Roll No.

Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MBA 921-18

M.Code : 76894

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

- 1) Perceived Risk
- 2) Stereotyping
- 3) Social Class
- 4) Informal Group
- 5) Inertia
- 6) Cognitive Learning
- 7) Long Term Memory
- 8) Personality



SECTION-B

UNIT-I

- 9) What is Consumer Behavior? Why the study of Consumer Behavior has become important in these days.
- 10) What is the impact of the digital revolution and mobile phone revolution on consumer behavior?

UNIT-II

- 11) Define the term consumer motive. Do the psychogenic motives have superiority over the physiological ones?
- 12) What is meant by multi attribute attitude models? Give various theories of attitude formation.

UNIT-III

- 13) What is a reference group? How an understanding of reference groups is important to a marketer? In what way do they influence you in your purchasing behaviors?
- 14) How are cultural values relevant to a marketing practitioner?

UNIT-IV

- 15) Take the example of a television purchase by your family. Explain the decision process with the help of Howard Sheth Model.
- 16) Define the following :
 - a) Kollat Model
 - b) Nicosia Model

SECTION-C

17) Case Study :

A car making company is deciding to make flying cars in India. You are required to :

- a) Explain the motivation of consumer in buying this car and your way to promoting it.
- b) Segment, targeting and position the flying car in Indian market.
- c) Explain how the diffusion of the idea will be facilitated by you.

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SECTION-A

Write short notes on the following :

1. Motivation
2. Ego Involvement
3. Trait
4. Self Concept
5. Cognitive Dissonance
6. Emotional Arousal
7. Congruity Theory
8. Drive Theory

SECTION-B

UNIT-I

9. What is the impact of the digital revolution and mobile phone revolution on consumer behavior?
10. Explain Consumer buying behavior. Describe the factors that determine consumer buying behavior.

UNIT-II

11. Define personality. What are the differences of the trait and the psychoanalytic theory of personality?
12. Define learning from the marketing point of view. What are the essential features of Classical Learning approach?

UNIT-III

13. Illustrate how the process of a complex buying decision might operate for :
 - a) A college student who wants to buy a home computer.
 - b) For you.
14. What is a reference group? What are various factors which are important in reference group influence?

UNIT-IV

15. What are learning constructs and perceptual constructs? Briefly explain.
16. Define the following :
 - a) Nicosia Model
 - b) Diffusion Process

SECTION-C

17. Case Study :

- A car making company is deciding to make flying cars in India. You are required to
- a) Explain the motivation of consumer in buying this car and your way to promote it.
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customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful consideration of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers of the family. This should be their first consideration.

Questions :

- a) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing sales?
- b) Who others could influence the purchase decisions in a family, in relevance to the above case?
- c) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.

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MBA (Sem.-3)

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SECTION-A**1. Write briefly:**

- a) Emerging trends in consumer behavior
- b) Spiritualistic consumption
- c) Consumer Imagery
- d) Diffusion process
- e) Quantitative research design
- f) Define Perception.
- g) Market Segmentation
- h) Post-Purchase Dissonance

SECTION-B**UNIT-I**

2. Discuss the scope and importance of consumer behavior. Also, describe the steps in the consumer research process.

3. Why do marketers initiate market segmentation? A reputed manufacturer of sports and fitness goods is planning to open a nationwide chain of health and fitness centers. How can they use psychographics to segment the market?

UNIT-II

4. Explain the different types of needs. How can marketers make use of these needs for developing promotional strategies for :
 - a) a fruit juice
 - b) a small car
5. How can the principles of Cognitive Learning theory be applied to the development of marketing strategies? Explain With the help of suitable examples.

UNIT-III

6. What are reference group s? What are the various reference group appeals being used by marketers? Explain with suitable examples.
7. "A manufacturer of snack cereals is considering targeting school-age children by positioning its product as a healthy snack food". How can cultural learning be used in developing an effective strategy to target the intended market?

UNIT-IV

8. Describe the diffusion process. Identify the five characteristics that influence diffusion. Discuss the five stages in the consumer adoption process.
9. Briefly state the various stages of the Consumer decision-making process that a consumer will go through when purchasing a laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case?

SECTION-C**10. Case Study :**

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher-income group. The middle-income group was content with semi-automatic machines. Manual hand-operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the

colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful consideration of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

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