

USN

--	--	--	--	--	--	--	--	--	--

14MBAMM301

Third Semester MBA Degree Examination, June/July 2018
Consumer Behavior

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is consumer behavior? (03 Marks)
- 2 What do you understand by brand personality? (03 Marks)
- 3 Define learning. (03 Marks)
- 4 Describe the term 'Consumer ethnocentrism'. (03 Marks)
- 5 List out the elements of learning process. (03 Marks)
- 6 Write a short note on culture. (03 Marks)
- 7 What is subliminal perception? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is consumer research? Explain the consumer research process. (07 Marks)
- 2 Explain the process of motivation. (07 Marks)
- 3 State 'Maslows hierarchy of Needs' model in detail. (07 Marks)
- 4 Discuss in detail Tri component attitude model. (07 Marks)
- 5 What is cross cultural consumer analysis? Explain the issues in cross cultural consumer analysis. (07 Marks)
- 6 Discuss the traditional family life cycle. (07 Marks)
- 7 What do you mean by group? Explain the types of reference groups with examples. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain different rights of consumers. (10 Marks)
- 2 State the views of consumer decision making. (10 Marks)
- 3 What is meant by perception? Bring out the elements of perception. (10 Marks)

- 4 Describe 'defense mechanism and explain the defense mechanism people adopt to resolve frustration. (10 Marks)
- 5 Delineate dynamics of the opinion leadership process. (10 Marks)
- 6 Explain the social class categories in India. (10 Marks)
- 7 What is meant by diffusion of innovation? Discuss the product characteristics that influence diffusion. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

STARBUCKS IN CHINA:

China evokes many images. One aspect of China's image is the consumption of tea. The ubiquitous nature of tea in China is captured in the common expression: "I wouldn't do that for all the tea in China." To visit a store or home in China is to be offered hot tea, and it comes automatically with food throughout the country.

Given the dominant position of tea in the Chinese culture, would you consider China to be a good country in which to launch a chain coffee shops? Starbucks does! In January 1999, Starbucks, in conjunction with its Chinese partner, opened its first retail outlet in China Beijing. While the opening ceremony was traditionally Chinese with dragons and flower wreaths, the outlets and most of its products are strictly Western.

David Sun, CEO of Starbucks 'Chinese partner states:

"At Starbucks, we offer the very best of class in everything we do, from brewing the perfect cup of coffee to inspiring magical moments in the lives of our customers. This is the heart and soul of the Starbucks experience.

However, does a perfect cup of coffee provide value to a customer who normally drinks tea? Will a Western style coffee shop provide "inspiring magical moments" to Chinese consumers?

Not long ago, similar questions were being asked about the Starbucks concept in America. For its first 10 years, Starbucks operated a single retail outlet in Seattle. In 1983, Howard Schultz, Starbucks' director of marketing, was vacationing in Italy where he noticed the immense popularity of Espresso bars. Upon his return, the firm launched a coffee bar in down Seattle. This experiment was successful and the firm began its rapid expansion across the United States.

Questions:

- 1 Analyse the above case in connection with expansion. (05 Marks)
- 2 The Coffee bar concept, coupled with high quality, strongly flavored coffee, obviously transferred successfully from the Italian to the American culture. However, America has traditionally embraced coffee. Will Starbucks work in countries where Tea is the dominant drink? (05 Marks)
- 3 What values will affect Starbucks success in China? (05 Marks)
- 4 What ethical issues should Starbucks consider as it enters developing countries? (05 Marks)
