CBCS SCHEME

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18MBAMM301

ACHARYA INSTITUTE OF TECHNOLOGY Library Date..... BANGALORE

Third Semester MBA Degree Examination, Dec.2019/Jan.2020
Consumer Behaviour

Time: 3 hrs. Max. Marks:100

Note: ***1. Answer any FOUR full questions from Q1 to Q7.***
2. Question No.8 is compulsory.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

1 a. Differentiate between consumer and customer. **(03 Marks)**
b. Explain the nature and characteristics of Indian consumer. **(07 Marks)**
c. Explain the Rights and Responsibilites of consumer. **(10 Marks)**

2 a. What is External Influence? **(03 Marks)**
b. Discriminate between Qualitative and Quantitative Research. **(07 Marks)**
c. Describe Input process output model with a neat diagram. **(10 Marks)**

3 a. What is differential Threshold? **(03 Marks)**
b. Discuss Freudiar Theory of personality and its implication in marketing strategy. **(07 Marks)**
c. Explain Meslow's need Hierarchy theory of motivation. **(10 Marks)**

4 a. What do you mean by Attitude? **(03 Marks)**
b. Explain the influence of communication on consumer behaviour. **(07 Marks)**
c. Describe the Classical Conditioning Theory of Learing. **(10 Marks)**

5 a. What are Beliefs? **(03 Marks)**
b. Explain the various types of Reference Groups. **(07 Marks)**
c. Explain the strategies to overcome cross cultural problems. **(10 Marks)**

6 a. What are Market Mavens? **(03 Marks)**
b. Explain the characeristics of opinion leaders. **(07 Marks)**
c. Explain the Diffusion process. **(10 Marks)**

7 a. What is E – CRM? **(03 Marks)**
b. Discuss the types of Perceived Risk. **(07 Marks)**
c. Define Adoption. Explain the various stages of Adoption process. **(10 Marks)**

8 ***Compulsory:***

Mc Donald's Corporation is the world's largest chain of hamburger fast – food restaurants servicing nearly 52 million customers daily. Each Mc Donald's restaurant is operated by a Franchise and affiliate or the corporation its self. Mc Donald's operates over 31,000 restaurants worldwide employing more than 1.5 million people most restaurants offer both counter service and drive through service with indoor and some time outdoor seating.

Some outlets features large indoor or outdoor playgrounds with redesigned interiors in golden yellow equipped with hanging lights. The restaurant will sport a new design with less plastic and more brick and mood and offer arm chairs, sofas, WiFi connection, tall stools and counters, plasma TVs with offer news and weather reports, 'Flexible' zone will be targeted at Families and will have booths well fabric cushion patters and flexible seating.

Questions :

a. How has the company gained consumer insights and created service differentiations? **(10 Marks)**

b. "To attract Indian Customer", what strategy need to be opted by Mc Donald's? **(10 Marks)**

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