



CBCS SCHEME

16/17MBAMM301

Third Semester MBA Degree Examination, Dec2019/Jan.2020 Consumer Behaviour

Time: 3 hrs.

Max. Marks:80

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

- 1
 - a. What do you mean by Consumer Behavior? (02 Marks)
 - b. Explain the benefits of consumerism. (06 Marks)
 - c. Discuss in detail the rights and responsibilities of consumers in India. (08 Marks)
- 2
 - a. What is meant by consumer research? (02 Marks)
 - b. Explain the characteristics of consumer behavior in detail. (06 Marks)
 - c. Define consumer modeling. Discuss in detail the Howard Sheth model of consumer behavior with suitable diagram. (08 Marks)
- 3
 - a. What is meant by consumer decision making? (02 Marks)
 - b. What is personality? Explain Neo-Freudian theory of personality in detail. (06 Marks)
 - c. Briefly describe Maslow's theory of hierarchy and explain its functions with suitable example. (08 Marks)
- 4
 - a. What is meant by consumer learning? (02 Marks)
 - b. Explain Pavlovian model of consumer learning theories with suitable example. (05 Marks)
 - c. What is meant by consumer attitude? Explain Tri component attitude model of consumer behavior with suitable example. (08 Marks)
- 5
 - a. What is meant by culture? (02 Marks)
 - b. Explain the features of social class. (06 Marks)
 - c. What is meant by reference group? Explain its types with suitable example. (08 Marks)
- 6
 - a. What is meant by opinion leadership? (02 Marks)
 - b. Explain the factors affecting culture. (06 Marks)
 - c. Explain in detail the different categories of social class with suitable example. (08 Marks)
- 7
 - a. What is meant by social class? (02 Marks)
 - b. How do consumers handle risk? Explain. (06 Marks)
 - c. Discuss the different stages of adoption process with suitable example. (08 Marks)

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.

8 CASE STUDY [Compulsory]

Dilemma of a Food Court.

A food court is located at one of the affluent areas of Delhi and has a number of branches in various parts of the country. In summers, due to huge footfall, the sales figures increase significantly in the Delhi branch. However, the sales figures did not increase substantially during last summer. The management wanted to know the reason for such a situation. The management tried to analyze the situation and found that the workforce of the Delhi based food court is not too efficient. They found that absenteeism is very common in the food court. In addition, around 40% of the work force was comprised of temporary staff that included students who wish to work only in their summer holidays. They also found that 10% of the staff was that of house wife's who had joined at flexible work timings. The temporary staff had not performed its duties efficiently. The food court realized that their work force policies need to be revised. In addition, the management needs to motivate its current employees.

Questions :

- a. What can be the main problem in the case study? (05 Marks)
- b. How can the current workforce be motivated in such case? (05 Marks)
- c. Suggest and list out the steps that the management of food court should take to keep the sales figures steadily. (06 Marks)
