



18MBAMM301

Third Semester MBA Degree Examination, July/August 2021

Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Distinguish between consumer and customer with example. (03 Marks)
b. With neat diagram, explain Maslow's hierarchy of needs theory and which level of need can be used to motivate purchase of following product/ services.
i) Multivitamin tablets
ii) Motor bikes
iii) Pension plans (07 Marks)
c. Describe the in-pup process output model of consumer decision making. (10 Marks)
- 2 a. What is visual communication and what are called as verbalisers? (03 Marks)
b. Describe the characteristics of Indian consumer. (07 Marks)
c. What do you mean by consumer behavior? Explain the factors influencing consumer behavior. (10 Marks)
- 3 a. What do you mean by impulse buying? (03 Marks)
b. Describe the various types of measurement in social class. (07 Marks)
c. What is personality? Describe the Freudian theory of personality in understanding consumer behavior. (10 Marks)
- 4 a. What is called reference group? (03 Marks)
b. What is perceived risk? Explain in detail various types of perceived risk. (07 Marks)
c. What purchase process would occur for a family in the purchase of a car? Who according to you would play the role of initiator, decider, buyer, influences and uses? To what extent it would change with regard to mobile. (10 Marks)
- 5 a. Distinguish between online and traditional marketing. (03 Marks)
b. Describe the strategic marketing application of classical conditioning in consumer behavior. (07 Marks)
c. What is diffusion of innovation? Describe the 5 adaptor categories for diffusion of innovation. (10 Marks)
- 6 a. Define CRM? Name the types of CRM. (03 Marks)
b. What is sub culture? Describe the types of sub culture. (07 Marks)
c. Describe the brand personality frame work. (10 Marks)
- 7 a. What are the levels of consumer buying behavioral. (03 Marks)
b. Describe the Tri component attitude model with example. (07 Marks)
c. Based on your own experience and observation. What are the changes the demonetization has brought in Indian consumer behavior? (10 Marks)

8 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 the society. They were stocking IFB, Videocon, BPL, National, Godrej and local made washing machines as well. They had automatic semi automatic and manual machine. The automatic machines were bought by the higher income group. The middle income groups were content with semi-automatic machines. Manual hand operated machine were for the lower class of client 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 consumer came to buy an automatic machine they usually came with their spouses and they looked mainly at the colour, style of functioning, electricity consumption, care for handling, price factors etc., and Many customers would not buy on their first visit. They would come back after an interval of time and bought the machine after careful considerations 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.

Questions :

- a. Do you feel that group interaction helps the buyers too, in his decision – making process? Elaborate. (10 Marks)
- b. What should be the role of the marketer in the above case regarding, advertisement promotion, persuasion and closing the sales? (10 Marks)

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