

## Third Semester MBA Degree Examination, Feb./Mar. 2022 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.**

- 1
  - a. Outline the significance of studying Consumer Behaviour for marketers. (03 Marks)
  - b. Describe unique characteristics of Indian consumers. (07 Marks)
  - c. Discuss Input-Process-Output model of consumer Behaviour. (10 Marks)
  
- 2
  - a. Differentiate between surrogate buyers and purchase pals. (03 Marks)
  - b. Describe the message structure and presentation to be taken care of by Marketers in designing the message. (07 Marks)
  - c. Explain Tri-component-Attitude model with example. (10 Marks)
  
- 3
  - a. Write the application of e-Crm. (03 Marks)
  - b. State the views of consumer decision making. (07 Marks)
  - c. Describe the roles and functions of family in purchase decisions. (10 Marks)
  
- 4
  - a. What are the types of perceived risks for the consumer? (03 Marks)
  - b. Write the application of classical conditioning for marketing. (07 Marks)
  - c. Explain Freudian theory of personality in influencing consumer behavior. (10 Marks)
  
- 5
  - a. List the various elements of learning. (03 Marks)
  - b. Explain diffusion of innovation by identifying the four basic elements of diffusion process. (07 Marks)
  - c. Discuss the role of 'Opinion Leaders' in influencing the purchase behaviour. (10 Marks)
  
- 6
  - a. What is 'brand personification'? (03 Marks)
  - b. Examine the rights of the consumers. (07 Marks)
  - c. Discuss the application of Maslow's hierarchy of needs from the point of view of consumer behaviour. (10 Marks)
  
- 7
  - a. Evaluate the significance of market movers. (03 Marks)
  - b. Explain the factors affecting post purchase dissonance. (07 Marks)
  - c. Elaborate Nicosia model of consumer by highlighting four fields. (10 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:**

Bharat Car showroom deals with both automatic and manual brands of cars. The showroom also deals with refurbished cars such as Maruti 800, Maruti Omni, Santro, Hyundai, Honda and many other cars. The analysis states that automatic models of cars were purchased by software engineers and businessman. The refurbished cars were usually bought by first time car buyers.

It was observed that when the customers come to buy the car, they would be accompanied by their family members. The first circle family group included wife children and parents. The second circle included friends and relatives. It was observed that most of them were interested in purchasing vehicles through finance schemes. Most of the sales would usually take 3-4 weeks to close. The sales were observed to be highest during year end and festival season. Since showroom is interested in sales to materialize rather than pushing any brand the salesmen are directed to satisfy the customers and also their family members.

**Questions**

- a. Explain the role of family in influencing the consumer to buy cars? (05 Marks)
- b. What is the role of salesmen in promoting the cars? (05 Marks)
- c. What aspects the marketer must take care in case of advertisements. (05 Marks)
- d. Discuss the role of persuasion in convincing the consumers to make purchase decision. (05 Marks)

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