

CBCS SCHEME

22MBAMM303

USN

Third Semester MBA Degree Examination, Dec.2023/Jan.2024

Consumer Behaviour

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Differentiate between consumer and customer.	3	L2	CO1
	b.	Explain the input-process-output modes of consumer behavior.	7	L2	CO2
	c.	Briefly explain the rights and responsibilities of consumer.	10	L2	CO2
Q.2	a.	What is E-CRM?	3	L1	CO1
	b.	Discuss Freudian theory of personality and its implication in marketing strategy.	7	L3	CO3
	c.	Elaborate on the five basic stages of the traditional family life cycle.	10	L2	CO2
Q.3	a.	What are market mavens?	3	L1	CO1
	b.	Describe the classical conditioning theory of learning.	7	L2	CO2
	c.	Compile the elements of perception which influence consumer behavior.	10	L3	CO2
Q.4	a.	What is Dogmatism?	3	L1	CO1
	b.	How do consumer handle risk? Explain.	7	L2	CO2
	c.	What do you mean by Group? Explain the types of reference groups with examples.	10	L2	CO2
Q.5	a.	List out the Buying role of consumers.	3	L1	CO2
	b.	Describe Tri-component attitude model of consumer behavior with suitable example.	7	L2	CO3
	c.	With the help of neat diagram, explain Maslow's Hierarchy of Need theory and its relevance to consumer behavior.	10	L3	CO4
Q.6	a.	Appraise the significance of social class.	3	L2	CO2
	b.	Explain the various stages of Adoption-process.	7	L2	CO2
	c.	"Marketers used to know the pre and post purchase behavior of the consumer so that they can increase sales" – Enumerate with example.	10	L3	CO4
Q.7	a.	Identify the role of diffusion process in innovation.	3	L1	CO2
	b.	What is Sub Culture? Describe the types of Sub-Culture.	7	L2	CO2
	c.	Explain the online purchase decision process. Discuss the challenges encountered by marketer and consumer.	10	L3	CO3

Q.8	<p>Case Study:</p> <p>Martin Incorp, was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words they only concentrated on what they would make, and did not bother about changes in preferences of their target market.</p> <p>They were later joined by Mr.Ash a marketing graduate who advised the company regarding the changing consumer preferences and the changes that were necessary to be incorporated in the product. He Emphasized upon the income factors and social factors only. He modernized the products to a great extent and invested about 30 lakhs on new packing. Etc. Even after 6 months of these changes bought about by him. The company did not seem to have a proportionate increase in sales.</p> <p>The assistant manager and the product manager were not very happy with the changes and thought that although an effort has been made in the right direction. Some important factors concerning consumer behavior had been neglected.</p> <p>Questions :</p>			
a.	Do you agree with the assistant and product managers, and why?	10	L4	CO4
b.	What other factors, if any, could have been considered? Elaborate in detail.	10	L4	CO3
