

CBCS SCHEME

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22MBAMM303

Third Semester MBA Degree Examination, June/July 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.	Compare Consumer and Customer.	03	L2	CO1
	b.	Discuss how social class can be used for Market Segmentation?	07	L3	CO3
	c.	Summarize the input process output model of consumer decision making.	10	L2	CO1
Q.2	a.	What is brand personality?	03	L2	CO2
	b.	Demonstrate consumer learning. Examine the four basic elements of learning theories.	07	L3	CO2
	c.	Outline the nature and characteristics of a typical Indian Consumer.	10	L2	CO1
Q.3	a.	Illustrate Consumer Imagery.	03	L2	CO2
	b.	Interpret in detail the four views of consumer decision making.	07	L2	CO1
	c.	What is CRM? Show the various types of CRM strategies used for building relationships with customers	10	L3	CO3
Q.4	a.	List the three components of Attitude and explain each one very briefly.	03	L2	CO2
	b.	Illustrate the Family life cycle inference on buying decisions.	07	L3	CO3
	c.	Assess the different types of Perceived Risk. How do consumers handle risk?	10	L3	CO2
Q.5	a.	Who is an opinion leader?	03	L2	CO3
	b.	What is frustration / Why frustration occurs? Describe the different defense mechanisms to reduce frustration.	07	L3	CO2
	c.	What is situational inference? Infer with examples the five situational characteristics that are important for a marketing manager to understand the purchase behaviour.	10	L3	CO3
Q.6	a.	What do you infer by culture?	03	L1	CO3
	b.	Recall JND. Explain the marketing application JND (Just Noticeable Difference).	07	L3	CO2
	c.	Examine briefly Sigmund Freud's theory of personality as relevant to the study of consumer behaviour.	10	L3	CO2
Q.7	a.	What is diffusion of Innovation?	03	L1	CO3
	b.	What is reference group? Compare the different types of reference groups.	07	L3	CO3
	c.	Bring out the various personality traits related to consumer innovativeness.	10	L3	CO2

Q.8	<p>Case Study (Compulsory):</p> <p>‘Death by Breadth’ was an Indian Express initiative covering the air pollution in Delhi and its effects on the population residing there. As the name suggests, it had become fatal. After reading about the deteriorating air quality, each one of us had thought why don’t we opt vehicles in India?</p> <p>There are obvious advantages of electric vehicles but then why people owning private jets don’t drive these cars? Amidst of all these questions, we must remember that most convenient public transports in India like the famous ‘Mumbai local’ or any local train network, metro trains and some public transport buses work on electricity. There are electric vehicles in India, but how long before they become common?</p> <p>Though the initial price of electric vehicles is high, they will become affordable with an increase in their demand. There are also various advantages of electric vehicles as they are environment-friendly and have minimum maintenance.</p> <p>Questions:</p>			
	a. Determine the reasons Indians are Yet to adopt electric vehicles.	05	L4	CO4
	b. If you are manufacturing electric bike for the Indian market, elaborate the STP you will adopt.	05	L4	CO4
	c. If you are manufacturing electric cars for the Indian Market. Design the STP that you may follow.	05	L4	CO4
	d. Elaborate on the ways you will facilitate the diffusion of purchasing an electric vehicle.	05	L3	CO4
