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Total Number of Pages: 02

MBA
15MNG306A

3rd Semester Regular Examination 2017-18
Consumer Behaviour (CB)

BRANCH : MBA

Time: 03 Hours

Max Marks: 100

Q.CODE: B689

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions : (2x10)**
- a) Decision Process Approach explains consumer behavior as a-----
 - b) Personality with time and environmental changes-----
 - c) Drive is an-----stimulus
 - d) Elderly parents with dependent College-going children belong to-----stage of Family Life Cycle.
 - e) Perception above the Absolute Threshold is known as-----
 - f) Gestalt stands for -----
 - g) Affect part of Tri-component Model stands for-----
 - h) Motivation starts from-----
 - i) Significant Stimuli indicate stimuli obtained from -----
 - j) Multi Mediation Model has been propounded by-----
- Q2 Answer the following Questions : (2x10)**
- a) What is Limen?
 - b) What is VALS?
 - c) What is meant by intervening variables?
 - d) What is Acculturation?
 - e) What is understood by Stimulus Ambiguity?
 - f) Who is an Opinion Leader?
 - g) What is meant by Reinforcement in Learning?
 - h) What is the role of a Subculture?
 - i) What is meant by Innovation?
 - j) What represents a human mind in Consumer Behavior?
- Q3 KTM Motorbikes is planning to launch a 650cc mobike to cater to the needs of the Indian market. It is priced at Rs. 6.5 Lakhs. Give your own estimation of its acceptability in the market. Considering the other parallel products available, what in your view would be the response of the market to the KTM mobike? Analyze your answer from consumer behavior perspectives. (15)**
- Q4 a) Explain Personality and its role in Consumer Behavior with example. (7.5)**
b) How does Personality affect in purchases of LED televisions? (7.5)
- Q5 a) What are the elements of Decision Process Approach? (7.5)**
b) In the purchase of gym equipment, how is the process applied? (7.5)

- Q6** a) How do Bachelorhood purchase decisions differ from those of Honeymooners? Why? **(7.5)**
b) How do you explain purchases of FMCDs in the different stages of Full Nest in the Family Life Cycle? **(7.5)**

- Q7** a) Explain the role of Social Media in the promotion of Government programs? **(7.5)**
b) Do they really help the government? Elaborate with example. **(7.5)**

- Q8** **Answer any TWO :** **(7.5×2)**
a) Cognitive Theory
b) Nicosia Model
c) Black Box Model.