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Total no. of Pages:01

MBA  
MGT403A

**4<sup>th</sup> SEMESTER BACK EXAMINATION 2016-17**

**Branch:MBA**

**Consumer Behavior (CB)**

**Time – 3 Hrs**

**Max. Marks – 70**

**Q.CODE: Z576**

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

- Q1 **Answer the following Questions.** (2 x 10)
- a) Differentiate between needs and goals.
  - b) What is perceptual threshold?
  - c) Who is an opinion leader?
  - d) Define values.
  - e) Define buying process.
  - f) Can consumer attitude towards brands be changed? Give your comments.
  - g) What is the meaning of cross – cultural analysis?
  - h) What is meant by cognitive dissonance?
  - i) What are the difficulties in predicting consumer behavior?
  - j) What do you mean by reference group?
- Q2 How might a manufacturer of washers and dryers use a decision process approach to understand how consumers purchase these products? (10)
- Q3 Briefly describe various theories of personality and discuss how these theories help in understanding consumer behavior! (10)
- Q4 "Define culture. Explain the affect of culture and subculture on consumer behavior. Give suitable examples to support your answer. (10)
- Q5 Define attitude. Explain briefly the tri-component models of attitude. (10)
- Q6 Outline the scope of Consumer Behavior. What are the disciplines that contributed to Consumer Behavior as a subject of study? (10)
- Q7 Critically evaluate Engel Kollat-Blackwell model of consumer decision making. (10)
- Q8 **Answer any two from the following** (5 X 2 )
- a. Define customer satisfaction
  - b. Black Box Model of consumer behavior
  - c. Family life cycle model (FLC)