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Total Number of Pages: 02

**MBA**  
**15MNG403A**

**4<sup>th</sup> Semester Regular Examination 2016-17**

**CONSUMER BEHAVIOR(CB)**

**BRANCH:MBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE:Z577**

**Answer Question No.1 and 2 which is compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

- I. Psychographics relate to----- (2x10)
- a. AIO Analysis                      b. Demographics  
c. Perception                         d. Personality
- ii Attitude towards something is-----
- a. Culture                              b. Subculture  
c. Negative Characteristi     d. Attitude-Object
- III. Supraliminal Perception is about-----
- a. Non perception                      b. Above the Limen  
c. Below the Limen                      d. Absolute Threshold
- IV. Ego relates to-----
- a. Too much pride                      b. Instinctive Behavior  
c. Moralistic behavior                 d. Balncing between Id and Super Ego
- V. R-R Relationship relates to-----
- a. Black Box                              b. Distributive Approach  
c. Gestalt                                 d. Stimulus Display
- VI. Personality Changes relate to-----
- a. Biological changes                      b. Locational changes  
c. Occupational changes                 d. All of the Above
- VII. A Person who shows you the right path is-----
- a. A Tout                                  b. A Swagger  
c. An Imbecile                              d. An Opinion Leader:
- VIII. Cognition is-----
- a. Knowing                                 b. Perception  
c. Understandingd. All of the Above

- IX. A Full Nest is-----
- a. Bachelor Stage            b. Parents with Children  
c. One living parent        d. Live-in Relationship
- x. Consumer's Evoked Set relates to-----
- a. Anger                      b. Predisposition  
c. Physical Inability            d. Stupidity

**Q2 Answer the following questions: (2x10)**

- a) What is Absolute Threshold?  
b) What do you understand by Acculturation?  
c) Explain in one sentence Distributive Approach.  
d) What does a Super Egoist mean?  
e) What is the other term used for Organization of Experiences?  
f) Why a model is used to explain consumer behavior?  
g) What is a Single Component Attitude Model?  
h) What is VALS?  
i) What is meant by Social Media?  
j) Who is an Influencer?

**Q3 Explain the Consumer Decision Process Approach with an Air Conditioner as your example. (15)**

**Q4 What do you understand by Diffusion of Innovations? A new kind of washing machine has been innovated; which can agitate and spin by simple manual use of pedals. How would you diffuse the innovation? Think from market segmentation point of view. (15)**

**Q5 How do you explain Personality and Trait? A quick-tempered bright student later in life becomes a Professor. How would you relate his classroom behavior from Personality and Trait perspectives003F (15)**

**Q6 Explain different stages of Family Life Cycle from marketers' point of view. Which product marketer wins at what stage? Justify your answer. (15)**

**Q7 What is understood by attitude? Explain the models you have studied to explain Attitude. Do exemplify your answer (15)**

**Q8 Answer any three (5x3)**

a) Problem Recognition stage of Engel Kollat and Blackwell Model.  
b) Impact of Culture on Consumer Behavior.  
c) Motivation.  
d) Psychoanalytic Theory in understanding Consumer Behavior