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Total number of printed pages – 2

MBA
MGT 403 A

Fourth Semester Regular Examination – 2015

CONSUMER BEHAVIOR

BRANCH : MBAR

QUESTION CODE : J 266

Full Marks – 70

Time : 3 Hours

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



1. Answer the following questions :

2 × 10

- What is S–R Relationship ?
- What is Cognitive Dissonance ?
- Who is understood by Trait ?
- What is Supraliminal Perception ?
- What is understood by Filter in CCU ?
- What is understood by Freud's Ego ?
- What is meant by Full Nest-I ?
- What is understood by Attitude-Object ?
- What is meant by Differential Threshold ?
- What is understood by Psychographics ?

2. A kirana store "Jai Bajrangbali Variety Store" deals in all kinds of FMCGs usually carried by a standard kirana store in India. The proprietor of the store, Narendra Yadav, had established the store fifteen years back. He has devoted his mind and body all these fifteen years to understand and practice the kirana kind of business.

P.T.O.

An upwardly mobile youth walks into the store and asks for a pack of Mach III razor blades. Narendra gives him the pack and asks if he would need a Gillette shaving gel crème and after shave lotion. The young guy says "yes". Narendra Yadav complies and further adds if he would need a bottle of one-and-half liter Coke pop, as there is a special discount on it. The young guy okays the idea. Narendra complies and asks if he would need something more. The guy asks for a large pack of Lays potato chips and asks for the bill. Narendra Yadav does the needful and keeps the cash, as the young guy walks out of the store with a carry bag loaded with his stuff saying "Thanx" to Narendra Yadav.

Assignment :

Explain the buying situation with reference to whatever you have learnt in consumer behavior. How was Narendra Yadav able to predict the buying behavior of the young gentleman. Use your knowledge of consumer behavior to explain it.

- 10
3. What are the Structural Models of Attitude ? Explain them in detail. 10
4. What are the elements of Group Influence that affect Consumer Behavior ? Detail out your answer. 10
5. Explain the Four views of Consumer Decision Making with example. 10
6. What is the role of model in consumer behavior ? Explain a purchase situation with the use of Nicosia Model. 10
7. Write notes on any **two** of the following : 5x2
- (a) Psychological Field
 - (b) The Black Box Model
 - (c) Gestalt Theory.
8. Explain the role of Perception in consumer behavior with the use of theories of perception studied. 10

