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Total Number of Pages : 02

MBA
15MNG306A

3rd Semester Regular / Back Examination 2018-19

CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Time : 3 Hours

Max Marks: 100

Q.CODE : E510

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Differentiate 'consumer' from 'customer'?
- Prepare a psychographic-Inventory for the market study of 'sports wearing'?
- Differentiate between enculturation from acculturation?
- Deduce a relationship between 'evoked set', 'inert set' & 'inert set'?
- What do you mean by 'Gestalt'?
- What do you mean by just noticeable difference (JND)?
- Justify, when 'beliefs' become 'values' of customers?
- What do you mean by venturesomeness?
- Give two examples of pricing strategy and promotional strategy, where cognitive theory of consumer behavior is applied?
- What do you mean by 'subliminal perception'?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What do you mean by 'cognitive dissonance'? Differentiate cognitive theory of consumer behavior from psychoanalytical theory of consumer behavior?
- Selective attention, selective retention & selective distortion are not the perfect mechanism to study the perception of human being, while they act as consumers. Do you agree – Yes or No? Justify your answer through the mechanism of perception.
- What is black-box model? How the knowledge of black-box model is helpful to planners for launching a new product?
- Explain, how market segmentation by study of VALS model is helpful for the marketers of fashionable garment products in Indian urban areas?
- Compare and contrast the 'need hierarchy theory of motivation' with Herzberg's theory of motivation?
- Explain various stages of family life cycle along their relevance with the purchase decision making? Give your insight to the changing role of family in today's hi-tech market?
- Define social class? Explain various classifications of social class with appropriate examples?
- What do you mean by 'diffusion of innovation'? Explain various phases of diffusion of innovation? Give your answer by focusing on new models of cars that the companies are launching in regular intervals in Indian markets.

- i) 'Culture is the most fundamental determinant of consumer behaviour'. Expand this statement. How cross-cultural understanding is helpful for the marketers to differentiate their products?
- j) Do you realize that opinion leadership is dynamic nature? Give your answer by explaining the nature of opinion leadership? Cite any example where the marketer taken the help of opinion leadership to advertise its products.
- k) Explain the typical communication between marketer & consumers with the arguments of Nicosia model of consumer behavior?
- l) Do you think that the traditional definition of learning can be treated as it is, for those individuals who act as the customers for the specific marketer? Justify your answer with the help of relevant theory / theories of learning?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain, how 'satisfaction' & 'dissatisfaction' create the intention to purchase by describing clearly Engel-Kollat- Blackwell model of consumer behavior? Do you think that this model is relevant to every industry? Justify your answer by taking two examples. **(16)**
- Q4** Explain the relationship between information inputs, perpetual construct & learning construct by describing critical issues of Howard-Sheth model of consumer behavior? **(16)**
- Q5** Explain the developments in the 'enhanced adoption process model' over the stages of traditional stages of adoption process? What are various categories of adopters? **(16)**
- Q6** Study of consumers' attitude in India in comparison to other Asian countries, is more complex. By your opinion which constituent model(s) of multi-attribute-attitude is / are more suitable to study the Indian consumers? Justify your answer by explaining the entire multi-attribute-attitude model. **(16)**