4th Semester Regular / Back Examination 2018-19
CONSUMER BEHAVIOUR
BRANCH : MBA
Max Marks: 100
Time: 3 Hours
Q CODE : F343
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   **Only Short Answer Type Questions (Answer All-10)**   (2 x 10)
a) Differentiate 'customer' from 'consumer'?
b) Every factors of consumer behavior can not be the buying motives. Do you agree ? Explain your answer in two sentences.
c) Deduce a relationship between 'selective attention', 'selective distortion', & 'selective retention' in the context of consumer behavior.
d) What do you mean by 'gestalt'?
e) Differentiate 'enculturation' from 'acculturation' in the context of understanding the consumer behavior?
f) "Learning makes a relatively permanent change in consumers' beahviour" Expand this statement?
g) Psychographic inventory can be the base of segmenting the consumers on the basis of 'life style'. How?
h) What are changing role of family in buying decision making process?
i) What do you mean by ethnocentrism?
j) Give two examples, where cultural values of consumers are taken as strategic elements by the any marketers in India.

Part- II

Q2   **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**   (6 x 8)
a) Explain the salient features of cognitive dissonance and its relationship with purchase decision making process in the context of white goods' market in India?
b) What is subliminal perception? How does it influence the marketers of fashionable products in preparing their marketing plans or strategies?
c) Define attitude? Explain tri-component model of attitude with its relevance to study the consumer behavior?
d) What are the traditional family life cycle stages, a family progresses through? Discuss how, the understanding of modern family life cycle stages takes advantages over the former to formulate marketing strategies in Indian context?
e) Explain the economic consumer model. Why this model is considered to be unrealistic in the context of modern life style of todays consumer? How the marketers' knowledge of psychological field of consumers can make the above model realistic?
f) Define social class? Explain various types of social classes with appropriate examples and its relevance to the Indian fast-food marketers?
g) Explain various characteristics of culture in the context of consumers' behavior? How the cross-cultural understanding can improve the marketers approach towards the new customers?
h) Psychanalytical theory of personality can give more insight into the consumers' behaviour rather than the trait theory of personality.
i) SRI VLS is an appropriate technique to segment the consumers' market for a marketer, who is going to lunch a new packaged food product in urban areas of India?

j) What do you mean by opinion leadership? Explain the characteristics of opinion leadership with appropriate Indian examples?

k) Explain the Nicosia model of consumer behavior? How the marketers of telecommunication services can use this model to judge the Indian consumers' attitude?

l) What do you mean by 'black box' of consumer behavior? Explain various factors of consumer beahviour with appropriate examples that are relevant for formulation of marketing plans or strategies in Indian scenario?

Part-III

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

Q3 Explain, how the 'perceptual constructs' and 'learning constructs' make the modeling of consumer behavior relating the inputs to the outputs of studying the consumer behavior. **(16)**

Q4 Explain, how the unit of study as 'adoption process' is helpful to study the 'diffusion of innovation' relating to the consumers of FMCG products in India? **(16)**

Q5 Explain the relevant model, where the 'central control unit' make the 'information processing' for the consumers' decision making with the 'environmental influences'? **(16)**

Q6 Explain, from your own experience, how the de-monetization influenced the consumers' decision-making process? How the consumer durable marketers changed their strategies temporarily keeping in view the above situation? **(16)**