

CBCS SCHEME

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MBANMM1301

Third Semester MBA Degree Examination, Dec.2018/Jan.2019 Consumer Behaviour

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

- | | | |
|---|---|------------|
| 1 | a. Differentiate between Surrogate buyers and purchase aids. | (02 Marks) |
| | b. State the views of consumer decision making. | (06 Marks) |
| | c. Describe the functions of family and express the roles of family in purchase decisions. | (08 Marks) |
| 2 | a. Outline the significance of studying consumer behaviour for marketers. | (02 Marks) |
| | b. Examine the rights of the consumers. | (06 Marks) |
| | c. Explain the steps in consumer research process. | (08 Marks) |
| 3 | a. Write the application of e – CRM in today's marketing context. | (02 Marks) |
| | b. Explain Tri – component – Attitude model, with example. | (06 Marks) |
| | c. Describe message structure and presentation to be taken care of by the marketers in designing the message. | (08 Marks) |
| 4 | a. Evaluate the significance of market mavens. | (02 Marks) |
| | b. Describe unique characteristics of Indian Consumers. | (06 Marks) |
| | c. Elaborate Nicotia model of consumer behaviour by highlighting four fields. | (08 Marks) |
| 5 | a. List the various elements of leading. | (02 Marks) |
| | b. Explain diffusion of innovation by identifying the four basic elements of diffusion process. | (06 Marks) |
| | c. Discuss the role of 'Opinion leaders' in influencing the purchase behaviour. | (08 Marks) |
| 6 | a. What is 'Brand personification'? | (02 Marks) |
| | b. Discuss the application of Maslow's hierarchy of needs from the point of view of consumer behaviour. | (06 Marks) |
| | c. Illustrate the social class categories in India by identifying the ways to measure social class. | (08 Marks) |
| 7 | a. What are the types of perceived risks for the consumer? | (02 Marks) |
| | b. Discuss the strategies marketing applications of classical conditioning. | (06 Marks) |
| | c. Explain Freudian theory of personality in influencing consumer's attitude and behaviour. | (08 Marks) |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. Q.3 = 50, will be treated as malpractice.

Consumer Behavior Question Paper

Jane Marie Litwak



Consumer Behavior Question Paper:

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Explorations in Consumer Behavior Montrose S. Sommers, Jerome B. Kernan, 1968 *Papers and Proceedings of the ... Annual Meeting of the American Economic Association* American Economic Association. Annual Meeting, 1925 *Proceedings of the 1997 World Marketing Congress* Samsinar MD Sidin, Ajay K. Manrai, 2015-06-25 This volume includes the full proceedings from the 1997 World Marketing Congress held in Kuala Lumpur Malaysia. The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective. This volume presents papers on various topics including marketing management, marketing strategy and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Papers and Proceedings of the Annual Meeting American Economic Association, 1924 [Impact of AI and the Evolution of Future Ghost Kitchens](#) Singh, Kuldeep, Kumar, Sanjeev, Talukder, Mohammad Badruddoza, 2025-04-11 The rise of artificial intelligence (AI) reshapes industries across the globe and one of the most notable transformations occurs within the food service sector, particularly through the evolution of ghost kitchens. Ghost kitchens, or virtual kitchens, are delivery-only establishments that operate without a traditional storefront, relying heavily on technology and AI to operate. As AI advances, its integration into ghost kitchen models may revolutionize the way food is prepared, delivered, and consumed. From streamlining kitchen workflows to enhancing customer personalization, AI could drive efficiency, reduce costs, and improve the overall dining experience. The convergence of AI with ghost kitchens may be the future of food service, where innovation, automation, and convenience

integrate to meet the growing demand for to go meals in a digital world Impact of AI and the Evolution of Future Ghost Kitchens explores how AI improves cloud kitchens satisfies client preferences and manages available resources It offers guidelines on AI s application for cloud kitchen systems and examples of its effective implementation This book covers topics such as customer experience digital technology and food delivery and is a useful resource for business owners food service professionals computer engineers academicians researchers and data scientists

Harnessing AI for Point-of-Sale Optimization Erragcha, Nozha,Toukabri, Maher,2025-12-23 Artificial intelligence AI revolutionizes the retail landscape optimizing point of sale POS systems By leveraging machine learning algorithms predictive analytics and real time data processing businesses can streamline transactions personalize customer experiences and improve inventory management AI driven POS solutions enhance operational efficiency They also provide actionable insights that empower retailers to make smarter decisions reduce costs and boost profitability in a competitive market Further research may reveal new POS techniques for improved retail and service management Harnessing AI for Point of Sale Optimization explores how AI can improve efficiency profitability and the customer experience in retail outlets It examines how AI transforms retail outlets into smarter more responsive and consumer centric systems This book covers topics such as consumer behavior mobile technology and sales management and is a useful resource for business owners marketers computer engineers academicians researchers and scientists

[Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions](#) Khan, Muhammad Ibrahim,Amin Ul Haq, Mirza,2025-01-21 Ad fraud undermines the integrity and effectiveness of the digital advertising industry causing significant financial losses and eroding trust among advertisers publishers and consumers As digital advertising continues to grow combating fraudulent activities such as fake clicks impressions and conversions becomes crucial to ensuring transparency and fairness Addressing this issue not only protects investments but also strengthens confidence in online advertising systems fostering a more reliable and equitable digital economy Solutions to ad fraud are essential for maintaining the credibility and sustainability of this vital marketing medium in a rapidly evolving digital landscape Avoiding Ad Fraud and Supporting Brand Safety Programmatic Advertising Solutions provides readers with a comprehensive understanding about digital marketing fraud It illuminates the programmatic advertising ecosystem how it operates and how ad fraudsters make money Covering topics such as artificial intelligence business ethics and programmatic advertising this book is an excellent resource for academicians graduate and postgraduate students marketers policymakers business leaders and more

1986 AMA Educators' Proceedings American Marketing Association,1986 **Papers and Proceedings of the 68th Annual Meeting** American Economic Association,1956 **Open Market Operations and Monetary Variables** Dale J. Poirier,Hans Brems,Hirohide Hinomoto,Jagdish N. Sheth,Norton M. Bedford,Takeshi Murota,Wayne J. Morse,William R. Bryan,1973

Ubiquitous Technologies for Human Development and Knowledge Management Rahman, Hakikur,2021-04-23 In recent decades digital technologies have permeated daily routines whether at

school at work or during personal engagements Stakeholders in education are promoting innovative pedagogical practices the business sector is utilizing updated processes Even the public is improving their lifestyles by utilizing innovative technology In a knowledge construction setting technology becomes a tool to assist the user to access information communicate information and collaborate with others towards human development and knowledge management In this context ubiquitous computing has emerged to support humans in their daily life activities in a personal unattended and remote manner Ubiquitous Technologies for Human Development and Knowledge Management serves as an authoritative reference source for the latest scholarly research on the widespread incorporation of technological innovations around the globe It examines how the application of ubiquitous computing technologies affects various aspects of human lives specifically in human development and knowledge management The chapters demonstrate how these ubiquitous technologies networks and associated systems have proliferated and have woven themselves into the very framework of everyday life It covers categorized investigations ranging from e governance knowledge management ICTs public services innovation and ethics This book is essential for ICT specialists technologists teachers instructional designers practitioners researchers academicians and students interested in the latest technologies and how they are impacting human development and knowledge management across different disciplines

Using Questions as Titles on Museum Exhibit Labels to Direct Visitor Attention and Increase Learning Jane Marie Litwak,1996 **Journal of Marketing** ,1987 *Developments in Marketing Science* ,1982 Vols for 1978 are the proceedings of the 2nd annual conference of the Academy of Marketing Science

Working Paper Series ,1995 *Journal of Business Research* ,1981 **Marketing, 1776-1976 and Beyond** Kenneth L. Bernhardt,1976

Consumer Behavior Question Paper: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous compelling novels enthraling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have enthralled audiences this year. Consumer Behavior Question Paper : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Consumer Behavior Question Paper : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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