

# 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

**Julia Schneider**



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## **Table of Contents Consumer Behavior Question Paper**

1. Understanding the eBook Consumer Behavior Question Paper
  - The Rise of Digital Reading Consumer Behavior Question Paper
  - Advantages of eBooks Over Traditional Books
2. Identifying Consumer Behavior Question Paper
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in a Consumer Behavior Question Paper
  - User-Friendly Interface
4. Exploring eBook Recommendations from Consumer Behavior Question Paper
  - Personalized Recommendations
  - Consumer Behavior Question Paper User Reviews and Ratings

- Consumer Behavior Question Paper and Bestseller Lists
- 5. Accessing Consumer Behavior Question Paper Free and Paid eBooks
  - Consumer Behavior Question Paper Public Domain eBooks
  - Consumer Behavior Question Paper eBook Subscription Services
  - Consumer Behavior Question Paper Budget-Friendly Options
- 6. Navigating Consumer Behavior Question Paper eBook Formats
  - ePub, PDF, MOBI, and More
  - Consumer Behavior Question Paper Compatibility with Devices
  - Consumer Behavior Question Paper Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Consumer Behavior Question Paper
  - Highlighting and Note-Taking Consumer Behavior Question Paper
  - Interactive Elements Consumer Behavior Question Paper
- 8. Staying Engaged with Consumer Behavior Question Paper
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Consumer Behavior Question Paper
- 9. Balancing eBooks and Physical Books Consumer Behavior Question Paper
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Consumer Behavior Question Paper
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Consumer Behavior Question Paper
  - Setting Reading Goals Consumer Behavior Question Paper
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Consumer Behavior Question Paper
  - Fact-Checking eBook Content of Consumer Behavior Question Paper
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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