

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.

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Explorations in Consumer Behavior Montrose S. Sommers,Jerome B. Kernan,1968

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Papers and Proceedings of the ... Annual Meeting of the American Economic Association American Economic Association. Annual Meeting,1925 *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

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