

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

Ying-Ying Zheng



Consumer Behavior Question Paper:

Unveiling the Magic of Words: A Report on "**Consumer Behavior Question Paper**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Consumer Behavior Question Paper**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound affect the souls of its readers.

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