

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

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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 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

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Papers and Proceedings of the Annual Meeting American Economic Association,1924

Papers and Proceedings of the 68th Annual Meeting American Economic Association,1956

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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 **Journal of Marketing** ,1987 **Working Paper Series** ,1995 **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 Developments in Marketing Science ,1982 Vols for 1978 are the proceedings of the 2nd annual conference of the Academy of Marketing Science 1986 AMA Educators' Proceedings American Marketing Association, 1986 *Using Questions as Titles on Museum Exhibit Labels to Direct Visitor Attention and Increase Learning* Jane Marie Litwak, 1996 **Anthropological Research Paper** ,1969 **Business Administration Reading Lists and Course Outlines** ,1981

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