

# 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

**D Kirk**



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