

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MBA 921-18

M.Code : 76894

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

- 1) Perceived Risk
- 2) Stereotyping
- 3) Social Class
- 4) Informal Group
- 5) Inertia
- 6) Cognitive Learning
- 7) Long Term Memory
- 8) Personality

SECTION-B

UNIT-I

- 9) What is Consumer Behavior? Why the study of Consumer Behavior has become important in these days.
- 10) What is the impact of the digital revolution and mobile phone revolution on consumer behavior?

UNIT-II

- 11) Define the term consumer motive. Do the psychogenic motives have superiority over the physiological ones?
- 12) What is meant by multi attribute attitude models? Give various theories of attitude formation.

UNIT-III

- 13) What is a reference group? How an understanding of reference groups is important to a marketer? In what way do they influence you in your purchasing behaviors'?
- 14) How are cultural values relevant to a marketing practitioner?

UNIT-IV

- 15) Take the example of a television purchase by your family. Explain the decision process with the help of Howard Sheth Model.
- 16) Define the following :
 - a) Kollat Model
 - b) Nicosia Model

SECTION-C

17) Case Study :

A car making company is deciding to make flying cars in India. You are required to :

- a) Explain the motivation of consumer in buying this car and your way to promoting it.
- b) Segment, targeting and position the flying car in Indian market.
- c) Explain how the diffusion of the idea will be facilitated by you.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.