

# CBBCS Scheme

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16MBAMM301

Third Semester MBA Degree Examination, June/July 2018

## Consumer Behavior

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. What do you mean by Consumer Behaviour? (02 Marks)  
b. Explain Maslow's hierarchy of needs in detail. (06 Marks)  
c. Explain in detail the Dynamics of perception. (08 Marks)
- 2 a. Differentiate between Consumer and Customer. (02 Marks)  
b. Explain the 5 dimensions of brand personality. (06 Marks)  
c. Describe the Pavlovian model of classical conditioning. (08 Marks)
- 3 a. What are the benefits of consumerism? (02 Marks)  
b. Explain the elements of learning in brief. (06 Marks)  
c. Describe in detail the nature and characteristics of Indian Consumer. (08 Marks)
- 4 a. Enlist the four views of consumer decision making. (02 Marks)  
b. Write a brief note about consumer movement in India. (06 Marks)  
c. Give a detailed account of Elaboration Likelihood Model. (08 Marks)
- 5 a. Represent the Tricomponent Attitude Model with a diagram. (02 Marks)  
b. Explain the stages in online decision making. (06 Marks)  
c. Illustrate with example the three types of CRM. (08 Marks)
- 6 a. Mention any two differences between Qualitative and Quantitative Research. (02 Marks)  
b. Give a brief account of stages in adoption process. (06 Marks)  
c. Describe the elements of diffusion of innovation in detail. (08 Marks)
- 7 a. Explain the concept of Market Movers. (02 Marks)  
b. Describe the different types of Reference groups. (06 Marks)  
c. Explain the family life cycle and marketing strategies in detail. (08 Marks)

8 **CASE STUDY (Compulsory) :**

The marketer has to learn about the needs and changing of the consumer behavior and practice the marketing concept. Levi Strauss & Co were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behavior showed their greatest market of the baby boomers had outgrown and their needs had changed. They therefore came out with Khaki or Dockers to different segments and comfortable action stocks for consumers in the 50 age group. Thus by separating the market and targeting various groups and fulfilling their needs, they not only made up for the lost sales but for both men and women starting wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example.

Maruti Udyog limited have come out with many models Maruti 800, Maruti Van , Zen , Alto , Wagon R, Gypsy , Baleno etc.

**Questions :**

- a. Which is the right target group for Levi Strauss and why? (04 Marks)
- b. How should the product be positioned in mind of the consumer? (04 Marks)
- c. Develop the right marketing strategy for this product. (04 Marks)
- d. Which advertising channels can be used to target larger customer group? (04 Marks)

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