

CBCS SCHEME

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16/17MBAMM301

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 pals. (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 Nicosia model of consumer behaviour by highlighting four fields. (08 Marks)
- 5 a. List the various elements of learning. (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, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY :

'Amazon car showroom deals with both automatic and manual brands of cars. The showroom also deals with refurbished cars such as Maruti 800 , Maruti Omni , Santro and many other cars. The automatic models of cars were bought by usually the software engineers and businessmen. The refurbished cars were usually bought by the first time car buyers.

It was observed that, when the customers come to buy the car, they would usually come with their family, which would include Father , Mother , Wife, Children and sometimes friends and relatives. It was noticed that, most of them were interested in purchasing vehicles through finance. Most of the sales would usually take 3-4 weeks to close. The sales were observed to be highest during the year end and festival season. Since showroom is interested in sales to materialize, rather than pushing any brand, the salesman are directed to satisfy the customers and also their family members.

Questions :

- a. What is the role of family in influencing the consumer to buy cars? (04 Marks)
- b. What is the role of the marketer in case of advertisement? (04 Marks)
- c. What is the role of the salesmen in promoting the cars? (04 Marks)
- d. What is the role of persuasion in convincing the consumers to make a purchase decision? (04 Marks)
