



# CBCS SCHEME

13  
16/17MBAMM301

## Third Semester MBA Degree Examination, June/July 2019 Consumer Behavior

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No. 8 is compulsory.**

- 1 a. Define consumer behavior. (02 Marks)  
b. Briefly explain the various benefits of consumerism. (06 Marks)  
c. Explain the rights and responsibilities of consumers. (08 Marks)
- 2 a. Mention all the internal and external factors influencing consumer behavior. (02 Marks)  
b. Briefly explain the four views of consumer decision making. (06 Marks)  
c. Explain the input-process-output model of consumer decision making. (08 Marks)
- 3 a. Define brand personality with an example. (02 Marks)  
b. Define perception. Explain the various elements of perception. (06 Marks)  
c. Briefly explain the McGuire's psychological motives. (08 Marks)
- 4 a. Define consumer learning. Mention its elements. (02 Marks)  
b. Explain the Elaboration Likelihood Model (ELM) with neat diagram. (06 Marks)  
c. Discuss in detail the dynamics of perception. (08 Marks)
- 5 a. Define social class. (02 Marks)  
b. Define sub-culture. Describe the types of sub-culture. (06 Marks)  
c. Explain the cross culture marketing problems in India, with an example. (08 Marks)
- 6 a. List the types of reference group. (02 Marks)  
b. Briefly explain the methods for measuring opinion leadership. (06 Marks)  
c. What are the stages in adoption process? Explain. (08 Marks)
- 7 a. Define motivation. (02 Marks)  
b. Write a note on importance of customer satisfaction and customer commitment. (06 Marks)  
c. Explain the strategies for building relationship marketing. (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 [Compulsory]

The XYZ online selling company got a mobile order from Mr. Ramesh who prepaid the amount for ordering the mobile, online.

The seller delivered the product with all the safety measures and package in time. After two hours of delivery made, the company got a call from its customer Mr. Ramesh who accused for delivering a tile in the pack in place of the mobile which was ordered. The tile was almost of same size and weight as that of the mobile which Mr. Ramesh had ordered.

Questions :

- a. Based on your knowledge and experience, give your view, whether online purchase is safe now a days. Justify your answer. (04 Marks)
- b. Do you think that the customer was right? Justify your answer. (04 Marks)
- c. What safety measures can be taken to avoid such cases?
  - i) In the favour of customers
  - ii) In the favour of sellers. (08 Marks)

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