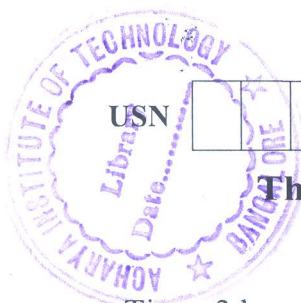


CBCS SCHEME

18MBAMM301



Third Semester MBA Degree Examination, Aug./Sept.2020 Consumer Behavior

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any *FOUR* full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Differentiate between consumer and customer. (03 Marks)
b. Briefly explain the Nature and characteristics of Indian consumer. (07 Marks)
c. As a consumer, explain the Rights and Responsibilities related a purchase of a product or service. (10 Marks)
- 2 a. What do you understand by Internal Influence and External Influence? (03 Marks)
b. Illustrate the four views of consumer decision making. (07 Marks)
c. Explain the Input-Process-Output model with a neat diagram. (10 Marks)
- 3 a. List the Types of perceived Risk. (03 Marks)
b. Explain Motivation process and its influence on consumer behavior with a diagram. (07 Marks)
c. Discuss Freudian theory of personality and its implications in marketing strategy. (10 Marks)
- 4 a. Discuss the elements of consumer learning. (03 Marks)
b. Explain in brief the designing persuasive communication. (07 Marks)
c. Explain Multi-attribute models and its marketing implications. (10 Marks)
- 5 a. What are virtual groups or communities? (03 Marks)
b. Discuss the social class categories in India. (07 Marks)
c. Describe the different strategies to overcome cross-cultural problems. (10 Marks)
- 6 a. Discuss any three importance of e-CRM. (03 Marks)
b. What is Diffusion Process? Explain the basic elements of Diffusion Process. (07 Marks)
c. What is Opinion Leadership? Explain the dynamics of Opinion Leadership. (10 Marks)
- 7 a. Discuss the Types of family. (03 Marks)
b. Explain the stages involved in the process of online decision making. (07 Marks)
c. Explain with example how celebrity and other reference group appeals are effectively used by advertisers, to communicate with their markets. (10 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.

CASE STUDY

Shakshi Jewellery is a reputed single store enterprise, a premier jewellery maker located in Bengaluru for over decades Shakshi jewellery has earned fame and played the role of family jewellery to all its customers. Indians are passionate consumers of gold with the act of purchasing during festivals, marriage seasons and on special occasions. This tag of trusted jewellery was earned by Shakshi jewellery.

Shakshi Jewellery founder was Mr. Santosh Nahari, which was taken over by his son Mr. Sandeep Nahari. Mr. Sandeep Nahari has the plans of expanding the shop and giving the shop a national presence. He is planning to open a chain of stores by the name 'Ratna' and 'Emerald' the brand names of the jewellery to be sold.

Sakshi Jewellery range of existing jewellery comprises mainly of gold jewellery in many varieties-plain gold, filigree, studded and enameled jewellery contributing to the major sales of jewellery and a minor part comes from the sales of jewellery studded with semi precious stones.

With the abolition of the Gold Control Act in 1990, a substantial change the transparency of the business has taken place. However Sandeep is keen on moving to branded jewellery selling. He is of the opinion that branded jewellers the best to meet the customer preferences. In this context, Mr. Sandeep Nahari has planned to introduce silver articles studded with emerald and pearls, fancy items to meet the latest trends and standards, Sandeep had found through the survey of the near by market demand, customers feedback and analysis that there is a demand for silver articles/jewellery. Sandeep feels that brand names would help in marketing an image. The marketing programmes for brands were to be planned uniquely.

Questions:

- a. How important would consumer research to be for Sakshi Jewellery in opening its chain of stores? (06 Marks)
- b. How will you advice Mr. Sandeep Nahari to attract customers towards the Sakshi jewellery? (06 Marks)
- c. Discuss the factors influencing consumers in the purchase of jewellery. (08 Marks)

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