



CBCS SCHEME

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18MBAMM301

Third Semester MBA Degree Examination, Jan./Feb. 2023

Consumer Behavior

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is Consumerism? (03 Marks)
- b. What are the rights and responsibilities of consumers in India? Explain. (07 Marks)
- c. Describe the input-process-output model of consumer decision making. (10 Marks)
- 2 a. Define reference groups. (03 Marks)
- b. What are the factors affecting reference group influence? Explain. (07 Marks)
- c. Explain the stages of family life cycle. (10 Marks)
- 3 a. Who are innovators? (03 Marks)
- b. Explain the consumer adoption process. (07 Marks)
- c. Describe the Maslow's hierarchy of needs with its marketing applications. (10 Marks)
- 4 a. What is diffusion of innovation? (03 Marks)
- b. Who are opinion leaders? What are their characteristics? (07 Marks)
- c. What is perceived risk? Explain the types and ways to reduce it. (10 Marks)
- 5 a. What is cognitive dissonance? (03 Marks)
- b. Explain the changing cultural trends in Indian urban markets. (07 Marks)
- c. Describe the tri-component attitude model. (10 Marks)
- 6 a. What is consumer socialization? (03 Marks)
- b. Explain the various persuasive appeals used by marketers. (07 Marks)
- c. What is social class? Explain the five social class categories in Indian. (10 Marks)
- 7 a. What is enculturation and acculturation? (03 Marks)
- b. What are the different roles played by family members in buying decision? Explain. (07 Marks)
- c. Explain the Freudian and neo-Freudian theories of personality. (10 Marks)

8 Case study :

The outbreak of COVID – 19 in 2020 has changed the lives of millions of people. During this crisis, the world has observed the imposition of international travel bans, lockdowns of whole countries and the closure of shops and service points. Consequently, health care systems have been exposed to a large patient load while turnover within the world economics is declining. Considering these effects, COVID – 19 is not only a risk for global human health but also for the social and economic balance in each affected country. The virus is one of the greatest crisis for humanity within the past 100 years and influences consumer behavior. Identify the consumer megatrends if recent past and answer the following questions.

- a. Will demand move back from global towards local products? (05 Marks)
- b. Will digital selling channels finally be the most promising selling strategy? (05 Marks)
- c. Will consumers continue to buy in-home and not return to out-of-home consumption. (05 Marks)
- d. Will consumers prefer owing over sharing again? (05 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.