

Roll No.

56063

MBA 2 Yr. 3rd Sem.(N.S.) Batch 2011-13

Examination – December, 2012

CONSUMER BEHAVIOUR

Paper : MBA-324

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section - A is compulsory. In Section - B attempt four questions selecting at least one question from each Unit. All question carry equal marks.

SECTION – A

1. (a) What is market segmentation ? What are its bases ?
- (b) Explain culture and its characteristics.
- (c) How personality as a variable influences consumer behavior ?
- (d) What influences children have on family buying decisions ?

- (e) What is diffusion process ?
- (f) What is an attitude ?
- (g) What is cognitive learning ?
- (h) How advertising helps shape consumers opinion ?

SECTION - B

UNIT - I

2. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behavior will help in your segmentation strategy. What are the behavioral variables that are crucial to understanding of this market ?
3. What are the factors that result in a high degree of pre-purchase search for information by consumers ? What are the implications of information search behavior for marketers ?

UNIT - II

4. What are the major applications of life style marketing utilized by present day marketer ? Illustrate using suitable examples.
5. How is the consumer motivated for purchasing a product. What is the evaluation criteria and decisions rule ?

UNIT – III

6. The Mittals are a nuclear family of two. Vallabh Mittal, 29, is a Branch Manager of a multinational bank. Vaishali, 26, is a Software Engineer with a multinational software firm. The couple got married last year. Vallabh is a highly ambitious young man with a taste for finer things in life, while Vaishali is comparatively reserved and more cost-conscious in her choices. Analyze the buying behavior of the family with regard to any two of the following decisions :
- (a) New car for the family
 - (b) Holiday package for Europe.
 - (c) Insurance policy for the family
7. "An understanding of consumer attitudes can help the company design communication strategies which can change the negative attitudes of consumers build positive attitudes." Elucidate.

UNIT – IV

8. Define reference groups and their types. What are the applications of reference groups in marketing ?
9. What are various types of diffusion ? List and explain the factors that are responsible for the spread of innovation.