

Roll No.

12053

MBA 2 Year 3rd Sem. (CBCS)

Examination – December, 2017

CONSUMER BEHAVIOUR

Paper : 16IMG23GM2

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 : Attempt all 8 parts of the question in Section – A. Attempt 4 questions selecting *one* question from each Unit in Section B. All questions carry equal marks.

SECTION – A

1. Explain the following :
 - (a) Consumer research
 - (b) Customer centric organization
 - (c) Customer satisfaction

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UNIT – III

6. What is culture ? Explain the influence of culture on consumer behaviour with the help of suitable examples.
7. What purchase process would occur for a family in the purchase of a water purifier ? Who according to you would play the role of decider, buyer, influence and user ? To what extent would the role change with regard to television ?

UNIT – IV

8. Explain various types of groups that have influence on consumer purchase decision. How do they influence ?
9. Describe the process of diffusion of innovation. Construct a profile of consumer innovator and suggest how marketers can influence these consumers.

- (d) Lifestyle
- (e) Consumer attitude
- (f) Social class
- (g) Word of mouth
- (h) Cognitive learning

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 behaviour will help you in your segmentation strategy.
3. Explain all the stages of a consumer decision process model in detail.

UNIT – II

4. (a) What are various types of buying situations ? Explain, giving suitable examples.
(b) How location of a store affects the retail consumer behaviour ?
5. What is meant by the term 'personality' ? How personality is used by marketers to influence the behaviour of consumers about a product ? Explain, giving suitable examples.