

Roll No.

12053

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2018**

CONSUMER BEHAVIOUR

Paper : 17IMG23GM2

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 **eight** parts of the question in Section A. Attempt **four** questions selecting **one** question from each Unit in Section B. All questions carry equal marks.

SECTION – A

1. Explain the following :

- (a) Consumer purchase decision process
- (b) Customer loyalty
- (c) Direct marketing consumption behaviour

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- (d) Personality
- (e) Consumer knowledge
- (f) Social class
- (g) Word of mouth
- (h) Opinion leadership

SECTION – B

UNIT – I

2. You are the manager of a highly sought brand of apparel that offers a complete range of highly priced but good quality trendy casual wear for both boys and girls. Describe how an understanding of consumer behaviour would be useful to you in deciding on your :
- (a) Segmentation strategy
 - (b) promotion strategy
3. What is consumer research ? Enumerate the sequence of steps involved in conducting a consumer research study.

UNIT – II

4. How important is customer satisfaction in a retail business ? What factors influence the satisfaction level of consumer ?

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5. Explain any one approach to study consumer lifestyles. Discuss the applications to which a marketer's understanding of the lifestyle analysis can be put in marketing decisions, by taking suitable examples.

UNIT – III

6. What is consumer attitude ? What are the sources of influence on attitude formation ? What approaches do marketers use to change attitudes of consumers ?
7. What is the role of family in buying decision making ? Explain the role played by various members of the family, taking suitable examples.

UNIT – IV

8. Write down the classification of reference group and explain how reference group has an influence on the consumers purchase decisions.
9. Explain in detail the four basic elements of diffusion process.

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