

**2016**

**MBA**

**3rd Semester Examination**

**CONSUMER BEHAVIOUR**

**(Specialisation : Marketing Management)**

**PAPER—M-303**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any *eight* questions from the following : 8×5

- (a) What do you mean by Consumer Behaviour ? Discuss the need for study of consumer behaviour.
- (b) Discuss the role of children in decision making process of the family.

*(Turn Over)*

- (c) How does culture influence consumer behaviour ?
- (d) Explain and illustrate Maslow's Need Hierarchy model.
- (e) Why are marketers forced to reposition their products ?
- (f) What is cognitive learning ? How does it affect consumer behaviour ?
- (g) Outline the key differences between individual buying and organizational buying.
- (h) How can marketers influence the information search process of their consumers ? Illustrate by taking suitable example.
- (i) What kind of information is sought while searching for information externally ?
- (j) What is Information Processing ? How does it differ from Perception ?
- (k) How do routinized, limited and extended decision making differ ?
- (l) What is meant by in-store purchase decision ? Why is it important ?

2. Answer any *four* questions from the following :  $4 \times 10$

- (a) Briefly discuss the Behaviour Intention Model of attitudes. Can markets 'manage' attitudes ? Use examples to support your answer.  $5+3+2$
- (b) You are planning to buy your first personal home computer though you have been using one for a long time in your office. Explain your buying behaviour with the help of stimulus response model.
- (c) List the evaluative criteria and the importance of each that you would use in purchasing the following :
- (i) A car
  - (ii) A shirt
  - (iii) A meal at a restaurant
  - (iv) One night stay in Hotel.
- (d) What do you mean by motivation ? How is it relevant to consumer behaviour ? Explain with a hypothetical example.  $2+5+3$
- (e) What are the different types of purchase decision ? What kinds of marketing and socio-cultural factors will influence consumer decision making ?  $4+6$

- (f) 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 and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?

6+4

**[ Internal Assessment : 20 ]**

---