

2018

MBA

3rd Semester Examination

CONSUMER BEHAVIOUR

(Specialisation : Marketing Management)

PAPER—M-307

Full Marks : 100

Time : 3 Hours

The figures in the right-hand 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 : 8×5

(a) What do you mean by Consumer behaviour ? Explain briefly.

(Turn Over)

- (b) What are the tactics used by children to influence their parents in decision process.
- (c) Schematically explain the 'Black Box' model of consumer behaviour.
- (d) Explain the importance of cultural factors in determining consumer behaviour.
- (e) Discuss the role of intrinsic cues in the perceived quality of a restaurant.
- (f) Briefly explain the post purchase behaviour processes engaged in by the customer.
- (g) Distinguish between rational motives and emotional motives with suitable example.
- (h) 'Culture, subculture and social class are particularly important influences on consumer buying behaviour'—Explain.
- (i) What is organisational buying ? Illustrate the factors of organisational buying. 2+3
- (j) Discuss the role of 'technology' in organisational buying.

(k) Write a short note on 'The Buy Grid Model'.

(l) What do you mean by 'Alternative Evaluation' in Buying Decision Process ?

2. Answer any four questions :

4×10

- (a) "There are four drivers for successful relationship between marketers and consumer".
- (b) Define Reference group. Discuss the role of reference group in decision making process with suitable example.
- (c) Explain Maslow's hierarchy theory of needs. Also explain and citing examples from today's scenario that how marketers are using the concept of motivation fully for their advantages ?
- (d) Schematically explain Nicosia model of consumer behaviour.
- (e) What do you mean by 'Consumer Involvement'? Discuss the causes of consumer involvement. 3+7
- (f) (i) Explain the relationship between Consumer values and Lifestyles.

(ii) Discuss the concept of 'diffusion of innovation'.

5+5

[Internal Assessment : 20 Marks]
