

MBA 3rd Semester Examination, 2019

MBA

(Consumer Behaviour)

PAPER — M-307

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

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

Illustrate the answers wherever necessary

GROUP — A

Answer any **eight** questions : 2 × 8

1. Define consumer.
2. What do you mean by impulse buying ?
3. Can you predict behaviour of consumers ?

(Turn Over)

4. What is sub-culture ?
5. What is personality ?
6. What is an Emotional motive ?
7. Who is an innovator ?
8. What do you mean by perception ?
9. Differentiate needs with wants.
10. What is classical conditioning or conditioned learning ?
11. What do you mean by cues ?
12. What do you mean by self image ?

GROUP – B

Answer any **eight** questions : 4 × 8

13. "Decision process are consumer specific not product specific" – Illustrate your answer with suitable example.

14. Schematically explain the Black box model of consumer behaviour.
15. Why is it important to study consumer behaviour? Justify your answer with example.
16. "Changing lifestyle of Indian consumers creates a sound opportunity for business" – Justify.
17. Discuss various factors responsible for attitude formation.
18. Indicate the difference between Industrial Buying and Consumer Buying.
19. Define attitude. What are the limitations of attitude measurement?
20. What is the impact of digital revolution on consumer behaviour?
21. Discuss the psychological factor influencing Consumer Behaviour with suitable examples.
22. What is 'reference group'? Explain its relevance to consumer behavior.

23. What is 'reference group' ? Explain its relevance to consumer behavior.
24. Distinguish between Industrial Buying and Consumer Buying with suitable example.

GROUP – C

Answer any **four** questions : 8 × 4

25. Why family rather than individual be the unit of analysis of consumer behaviour studies ? Do children have the influence on buying decision ? Explain. 4 + 4
26. Explain the various factors influencing stimulus perception. In what ways does a marketer ensure sensory adaptation ? 5 + 3
27. What are the environmental factors which influence a Consumer's Decision-making Process ? Explain with the help of an example. 8
28. Define Consumer Satisfaction. What is the relationship between Consumer Satisfaction,

Repeat Purchase and Committed Customer. "A dissatisfied customer is an unpaid salesman of your competitor." Explain the statement giving importance of consumer behaviour in present marketing scenario. 8

29. "How could Maslow's Motive hierarchy be used to develop marketing strategy for : 4 + 4
- (i) Luxury Car
 - (ii) Residential Apartment.

30. Critically evaluate the Howard Shett Model of consumer behaviour and explain its current relevance. 8

[*Internal Assessment* : 20 Marks]
