

2017

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) "Consumer behaviour involves both psychological process and social process."— Explain.

(Turn Over)

- (b) 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.
- (c) Discuss the role of reference group in decision making process.
- (d) How does social class influencing in consumer behaviour? Explain with suitable example.
- (e) Outlining the key differences between individual buying and organizational buying.
- (f) Schematically explain the 'Black Box' model of consumer behaviour.
- (g) "Instead of examining the dominant beliefs, values, and customs that exist within an entire society, we will explore the marketing opportunities created by the existence of certain beliefs, values, and customs shared by members of specific sub cultural groups within a society."— Discuss.
- (h) Why attitude has a pervasive impact on consumer behaviour?

- (i) 'Cultural factors have a significant impact on Consumer Behaviour—Do you agree with this view? —Explain in brief.
- (j) 'Distinguish between low-involvement buying decisions and high-involvement buying decisions.
- (k) Describe how motivational conflict might arise in purchasing of a 'Branded laptop'.
- (l) Changing lifestyle of Indian consumers create a sound opportunity for business—Justify.

2. Answer any *four* questions :

4×10

- (a) Schematically explain the consumers buying process with a hypothetical example.
- (b) What do you understand by extensive problem solving, limited problem solving and reutilised response behaviour? What kind of decision process can you expect in the following cases and why?
- (i) Purchase of a greeting card for a close friend.
- (ii) Purchase of an after shave lotion/moisturiser.

- (c) Explain Maslow's hierarchy theory of needs. Also explain and citing examples from today's scenario that how marketers are using this concept of motivation fully for their advantages?
- (d) What is the role of 'personality' in consumer decision process? Discuss about Cognitive Personality Factors.

5+5

- (e) Discuss the evaluative measures and importance of each that you would use at the time of purchasing the following :
- (i) iPhone X
 - (ii) Flat
 - (iii) T-Shirts
 - (iv) Hiring of a car for tour.
- (f) Schematically explain Howard Sheth Model of consumer behaviour.

[Internal Assessment : 20 Marks]
