

**2018**

**MBA**

**3rd Semester Examination**

**CONSUMER BEHAVIOUR**

**(Specialisation : Marketing Management)**

**PAPER—M-303**

**Subject Code—09**

*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) Why is it important to study consumer behaviour ?  
Justify your answer with example.

*(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) How do consumers store information ?
- (h) Why attitude has a pervasive impact on consumer behaviour ?
- (i) "Culture sets boundaries on behaviours" — justify with suitable example.

- (j) List out the evaluative criteria and the importance of each that you would use in purchasing 'A car'.
- (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 routine 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) Reference group play an important role in consumer behaviour — Justify your answer with suitable example.
- (e) How can marketers influence the information search process of their consumers ? Illustrate by taking suitable example.
- (f) Schematically explain Nicosia Model of consumer behaviour.

***[ Internal Assessment : 20 Marks ]***

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