MBA 3rd Semester Examination, 2023

MBA

(*Consumer Behaviour*)

PAPER — MBA-307E (New)

Full Marks : 80

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

GROUP — A

Answer any **eight** questions :   5 × 8

1. Discuss briefly with suitable examples, how the behaviour of digital natives differs from the behaviour of physical natives ?

2. What are the various internal and external factors influencing Perception of digital natives ?

3. Schematically explain the Tri-component model of attitude.

4. How do consumers reach out to decision making process for buying a product ? Discuss with an example taking a product of your choice.

5. Schematically discuss the various characteristics of adopters of an innovation.

6. Define attitude. What are the limitations of attitude measurement ?   2 + 3

7. What is the impact of digital revolution on consumer behaviour ?

8. 'Co-creation is nothing but a practice of collaborating with other stakeholders to guide the design process'. Illustrate your answer with suitable examples.

9. What is 'reference group' ? Explain its relevance to consumer behaviour.   2 + 3

10. What is the effect of Culture and sub-culture on consumer behaviour ? Discuss with suitable examples.   2 + 3

11. What kind of decision process can you expect to buy a smart watch ? And why ?

12. Write a short note on TPB.

GROUP – B

Answer any **four** questions : 10×4

13. 'Social media has a significant impact on behaviour of digital natives' – Discuss the various categories of digital natives' behaviour in the era of social media.

14. 'The digital natives are more likely to use technology in buying process' – Discuss the various components TAM theory that is widely used to assess the purchase behaviour of digital natives.

15. What do you mean by diffusion of innovation ? What are the essential characteristics of an innovation to maximize adopters ? 3 + 7

16. How marketers can position their offering on the basis of family life cycle stage ? Explain with examples.

17. What do you understand by extensive problem solving, limited problem solving and routinised response behaviour ? Discuss with suitable examples.

18. 'Electric scooters and cars are not so popular in India'. What are the factors influencing adoption of new innovation in India ? Discuss briefly.

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