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18MBAMM301

Third Semester MBA Degree Examination, Jan./Feb. 2021
Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. Perceive the significance of consumer behavior for marketers. (03 Marks)
b. Elaborate three levels of consumer decision making. (07 Marks)
c. Discuss Nicosia model of consumer behavior by highlighting four fields. (10 Marks)
- 2 a. What is the need of consumerism in India? (03 Marks)
b. Explain Tri – component attitude model with example. (07 Marks)
c. Explain Freudian theory of personality in influencing consumer's attitude and behaviors. (10 Marks)
- 3 a. What do you mean by brand personality? (03 Marks)
b. Recommend message structure and presentation to be taken care of marketers. (07 Marks)
c. Discuss the functions and roles of family in decision making. (10 Marks)
- 4 a. Appraise the significance of social class. (03 Marks)
b. Discuss input-process-output model of consumer behavior. (07 Marks)
c. Compile the elements of perception which influence consumer behaviour. (10 Marks)
- 5 a. What are the marketing applications of behavioural learning theories? (03 Marks)
b. Discuss the role of opinion leaders. (07 Marks)
c. Highlight family life cycle stages important for market segmentation. (10 Marks)
- 6 a. Identify the role of diffusion process in innovation. (03 Marks)
b. Explain the factors affecting post purchase dissonance. (07 Marks)
c. Explain Howard Sheth model of consumer behavior. (10 Marks)
- 7 a. What is subliminal perception? (03 Marks)
b. Explain the process of motivation. (07 Marks)
c. What do you mean by group? Explain the types of reference groups with examples. (10 Marks)
- 8 Case study :
Karnataka Government is organizing national level food fair. It is open for consumers across the country. There is a huge food stall for North Indian and South Indian delicacies. The food packets and ready to serve varieties are supposed to go through regulatory norms and meet with the quality standards. Consumers have certain rights and responsibilities to facilitate the smooth conduct of marketing. The food stalls were displaying hoardings and advertisements regarding their products. With all these huzzle-buzzle of marketing and heavy competition from the participants of food stall consumers need to have awareness about the products, contents, rights and responsibilities.
- a. Compute the rights of the consumers. (05 Marks)
b. What are the responsibilities of consumers? (05 Marks)
c. What is the need for the consumers to have awareness about the food products and safety standards? (05 Marks)
d. What are the factors marketers must take into account while selling food articles? (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.