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**20MBAMM305**

## Third Semester MBA Degree Examination, Feb./Mar. 2022 Consumer Behavior

Time: 3 hrs.

Max. Marks: 100

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

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| <b>1</b> | a. Differentiate between consumer and the customer. <span style="float: right;">(03 Marks)</span><br>b. Write a brief note on the Pro's and Con's of consumerism. <span style="float: right;">(07 Marks)</span><br>c. Briefly explain the Rights and Responsibilities of consumers. <span style="float: right;">(10 Marks)</span>  |
| <b>2</b> | a. List the three levels of decision making as suggested by Howard – Sheth. <span style="float: right;">(03 Marks)</span><br>b. Explain the Four Views of consumer decision making. <span style="float: right;">(07 Marks)</span><br>c. Illustrate the Input-Process-Output model with a neat diagram. <span style="float: right;">(10 Marks)</span>   |
| <b>3</b> | a. What do you mean by Consumer Ethnocentrism? <span style="float: right;">(03 Marks)</span><br>b. With the help of neat diagram, explain Maslow's Hierarchy of needs theory. <span style="float: right;">(07 Marks)</span><br>c. Define Perception. Explain the various elements of Perception. <span style="float: right;">(10 Marks)</span>   |
| <b>4</b> | a. What are Attitudes? <span style="float: right;">(03 Marks)</span><br>b. Explain the Tri component model of attitude. <span style="float: right;">(07 Marks)</span><br>c. Give a detailed account of the Elaboration Likelihood Model (ELM). <span style="float: right;">(10 Marks)</span>   |
| <b>5</b> | a. What is Reference group? <span style="float: right;">(03 Marks)</span><br>b. Explain the different types of sub-culture. <span style="float: right;">(07 Marks)</span><br>c. Elaborate on the Five basic stages of the Traditional Family Life Cycle. (TFLC) <span style="float: right;">(10 Marks)</span>  |
| <b>6</b> | a. Who are Market Mavens? <span style="float: right;">(03 Marks)</span><br>b. Briefly explain the dynamic nature of Opinion leaders. <span style="float: right;">(07 Marks)</span><br>c. Samsung electronics has introduced a new model of the Samsung Galaxy Flagship Smartphone with a new powerful QUALCOMM Snap dragon processor, 5G compatibility and other android applications. How can the company use the diffusion of innovations form work to develop promotion pricing and distribution strategies to target by following adoption categories? <span style="float: right;">(10 Marks)</span> |
| <b>7</b> | a. What is Acculturation? <span style="float: right;">(03 Marks)</span><br>b. What are the characteristics of Indian Consumer? <span style="float: right;">(07 Marks)</span><br>c. Explain the Nicosia model with a neat diagram. <span style="float: right;">(10 Marks)</span>  |

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.



## 8 CASE STUDY [Compulsory]

Royal Enfield is one of the iconic brands in the motorcycle category in India. The British origins of the brand dates back to the early years of 1900. The Bullet 350 brand has a meteoric rise in popularity in the Indian context.

Royal Enfield had maintained a unique niche in the Indian context even before liberalization of the Indian Markets. It was a high capacity bike that was preferred by army and police forces. Over a period of time, because of the brand's novelty, it gained popularity among a small cross section of consumers, and the Bullet 350 was seen as a 'Macho Bike' that was owned by a select few. Later, Royal Enfield, which has a manufacturing unit in Chennai was affected by liberalization of the Indian market because several other bikes come into the market.

Recently, changes in lifestyle coupled with the emergence of adventure clubs, adventure tourism and many other factors have led to the resurgence of the high-capacity bike market. High capacity bikes have created a segment for themselves with an estimated market size of 10 lakh in volume in 2018. In this changing environment, Royal Enfield staged a comeback in terms of its market performance, and today it is one of the leading brands in the category of high-capacity bikes. Royal Enfield has 3 sub-brands namely the classic, Thunderbird and the continental. Each of these brands have their own characteristics, features and imagery.

Questions :

- a. How has the company gained consumer insights and created product differentiation? (10 Marks)
- b. How would the concept of reference groups be applicable to the Royal Enfield brand in order to strengthen itself? (10 Marks)

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