

Code No: 763AF**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, March/April - 2022****CONSUMER BEHAVIOR****Time: 3 Hours****Max.Marks:75**

**Answer any five questions
All questions carry equal marks**

1. What is meant by Geodemographics? Discuss the following concepts in detail.
 - a) Psychographics, Values and Lifestyles
 - b) Usage Rate Segmentation
 - c) Behavioral Targeting[5+5+5]
2. Define consumer behavior. Discuss the behavioral characteristics of rural consumers. How is segmentation and branding done in rural markets? [15]
3. What is the role of family life cycle in market segmentation and targeting? Discuss children's influence in family decision making. [15]
4. Differentiate between social class and social status. Explain several social class classifications using applicable examples. [15]
5. Discuss the major characteristics of the following personality theories. Also, elucidate their application in understanding consumer behavior.
 - a) Freudian Theory
 - b) Neo-Freudian Theory
 - c) Trait Theory[5+5+5]
6. What do you understand by consumer learning? Examine the four components of consumer learning in depth. Also, explain the self-concept. [15]
7. Explain in detail the following stages of consumer decision making process. Also, discuss the marketing strategy for each of these stages.
 - a) Need Recognition
 - b) Information Search and Evaluation
 - c) Purchase[5+5+5]
8. What is the importance of consumerism? Discuss the need for consumerism. Describe the rights of consumers and the obligations of marketers. [15]

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