

Code No: 763AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA III Semester Examinations, March/April - 2023****CONSUMER BEHAVIOR****Time: 3 Hours****Max.Marks:75****Note:** i) Question paper consists of Part A, Part B.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

17**PART - A****(25 Marks)**

- 1.a) How do you understand consumer Behavior through Research Process. [5]
- b) Write note on Consumer Perception. [5]
- c) What are the dynamics of Consumer Motivation? [5]
- d) Discuss the definition of Consumer Decision Making Process. [5]
- e) Ethical Consumerism importance in consumer behavior. [5]

PART - B**(50 Marks)**

- 2.a) What are the expectations of a Retail Consumer?
- b) Examine the role of consumer behavior in an instable economic world. [5+5]

OR

3. Amid Global instability, consumers are allowing themselves to be inconsistent as they reconcile personal values with practical realities.
(a) Explain briefly the reasons for the same.
(b) Give a couple of examples for this. [5+5]

- 4.a) What are the four types of factors that influence Consumer Behavior?
- b) Brief on cross cultural consumer behavior. [5+5]

OR

- 5.a) Briefly explain the five important personal factors that influence Consumer Behavior.
- b) Discuss the impact of culture, sub culture on consumer behavior. [5+5]

- 6.a) What is Consumer Motivation? Give examples.
- b) What are the Dynamics of Consumer Motivation? Give examples. [5+5]

OR

- 7.a) What are Consumer Attitudes?
- b) How difficult is it to change them?
- c) How do attitudes affect the consumers' decision-making process? [3+3+4]

- 8.a) What are the five steps of Consumer Decision Making Process?
b) Brief on consumer and the diffusion of innovations. [5+5]

OR

9. Case: This case is about General Motors (GM) and its decision to exit the European market. GM made a deal with France-based automobile company PSA in 2017 to sell its Opel brand for a hefty sum. The deal would also see PSA become Europe's second largest car maker behind Volkswagen AG. For GM, this deal would free it from losses in Europe and help to improve its profit margins. GM was facing tough times in Europe with the failure of Chevrolet and Opel brands. Further, the changing European market conditions forced GM to divestment from Europe. GM's decision was aimed at reshaping the company through disciplined capital allocation to its higher-return investments. While some analysts said this was a good move, others felt that exiting a market like Europe would leave GM less diversified and more dependent on its performance in the US and China markets and expose it to potential risks.

Questions:

- a) What are the issues and challenges in Corporate-level and international strategy?
b) What are the nature of problems faced by GM in Europe and the reasons that prompted General Motors to exit Europe? [5+5]
- 10.a) What is Consumerism? What are the roots of Consumerism?
b) What is Ethical Consumerism? Give any two examples of Ethical Consumerism. [5+5]

OR

- 11.a) Differentiate between Consumer Rights vs Consumer Responsibilities.
b) What are marketer responses to consumers issues? Give some examples. [5+5]

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