

Code No: 743AN

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, December - 2019

CONSUMER BEHAVIOR

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Define consumer behavior and discuss the need for consumer behaviour. [5]
- b) Discuss major subcultures in brief. [5]
- c) List out the various elements of learning. [5]
- d) What is meant by diffusion of innovation? [5]
- e) What is the importance of consumerism? [5]

PART - B

5 × 10 Marks = 50

2. Explain how market segmentation using the VALS model can help the marketers of fashionable garments products in Indian urban areas. [10]

OR

3. What are perceptual maps and how are they used in positioning brands within the same product category? Illustrate your answer with examples. [10]

4. Define social class. Explain various classifications of social class with appropriate example. [10]

OR

5. Distinguish between Neo-Freudian personality theory and Trait theory and summarize their importance to understand consumer behaviour. [10]

6. Compare and contrast the “need hierarchy theory of motivation” with Herzberg’s theory of motivation. [10]

OR

7. What do you mean by consumer learning? Discuss the four elements of consumer learning in detail. [10]

8. What are the possible outcomes of post-purchase behaviour? How does the feedback help the marketer to improve the customer satisfaction? [10]

OR

9. Discuss the following terms with examples:

a) Evoked Set (Consideration Set)

b) Cognitive dissonance

[5+5]

10. Discuss the important government initiatives in India to protect the interests of consumers. [10]

OR

11. Identify and discuss the ethical issues that could impact the marketing strategy. What steps should be taken to handle these issues? [10]

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