**R19**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA III Semester Examinations, September/October - 2022**
**CONSUMER BEHAVIOR**

Time: 3 Hours                                                                                          Max.Marks:75

**Answer any five questions**
**All questions carry equal marks**
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1.a)    What do you Understood by the concept of Consumer Behavior particularly through the research process?
  b)    Define Consumer Behavior. Explain the different elements in Consumer Positioning.
                                                                                                                              [8+7]

2.a)    Identify different basis of Consumer Segmentation and targeting with suitable examples.
  b)    Define Rural Markets and explain the importance of rural market in a country like India.                                                                                                          [8+7]

3.a)    Explain different factors that influence of culture and Sub culture in Consumer Behavior.
  b)    Define Social Class and identify different classifications of Social class.          [8+7]

4.a)    Draft out with suitable examples how family structure has effected Indian companies.
  b)    What do you understood by the concept of Personality and discuss how this is going to influence consumer behavior?                                                                    [8+7]

5.a)    Discuss different types of Consumer Motivation with suitable examples.
  b)    Explain the changing attitudes of consumer with reference to his behavior.        [8+7]

6.a)    Identify different types of Consumer Perception that affects the Consumer Behavior.
  b)    What is Consumer Learning? Explain the process for Information Processing in Consumer Learning.                                                                                      [8+7]

7.a)    How does a consumer would respond to the diffusion of innovation?
  b)    Explain different Post Purchase Behaviors helpful in the Consumer decision making process.                                                                                                        [8+7]

8.a)    Define consumer information? Explain different sources of consumer information.
  b)    Identify any four major marketing implications to understand and respond consumer issues.                                                                                                          [8+7]

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