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MBA 2 Year 3rd Semester (CBCS)

Examination – May, 2019

CONSUMER BEHAVIOUR

Paper : 17IMG23GM2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt all 8 parts of the question in **Section A**. Attempt 4 questions selecting *one* question from each Unit in **Section B**. All questions carry equal marks.

SECTION – A

1. Explain the following :
 - (a) Consumer research
 - (b) Customer retention strategy
 - (c) Customer satisfaction
 - (d) Lifestyle
 - (e) Consumer attitude

- (f) Social class
- (g) Cognitive learning
- (h) Diffusion of innovation

SECTION – B

UNIT – I

2. Define consumer behavior and state its importance. How the study of consumer behavior helps marketers in segmenting the market ?
3. Write a comprehensive essay on the consumer decision process model.

UNIT – II

4. Why marketers consider demographic analysis prior to setting the target market ? Discuss the applications to which a marketer's understanding of the demographics can be put in marketing decisions, by taking suitable examples.
5. Explain the terms 'Motivational conflict' and 'Need priorities'. Which level of needs can be used to motivate consumer purchases for the following products/services ?
 - (a) Motorbikes
 - (b) Pension plans

UNIT – III

6. What do you mean by customer knowledge? What are the different types and sources of customer knowledge ? How the understanding of customer knowledge can be an advantage to the marketers ?
7. Discuss the significance of family in consumer behavior. Which family cycle stage is likely to be most important to marketers? How are the changing family roles influencing the marketing efforts in India ?

UNIT – IV

8. Define reference groups and their types. What are the applications of reference groups in marketing ?
9. Why is an opinion leader more credible source of product information than an advertisement for the same product ? Explain.