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MBA
(SEM 3) THEORY EXAMINATION 2017-18
Consumer Behavior & Customer Loyalty

*Time: 3 Hours**Total Marks: 100***SECTION –A****(5 *4=20)**

1. Attempt any **Five Questions** from following questions. Each question carries equal marks.
- Define Consumer Behavior. Explain nature of Consumer behavior.
 - What are the various buying roles? Explain using an example.
 - What are the steps of decision making process?
 - Explain personal v/s organizational buyer behavior.
 - What is customer affinity?
 - Highlight few loyalty practices in aviation industry.

SECTION –B**(30 Marks)****CASE-STUDY**

2. Read the caselet given below and answer the questions at the end of the case :

It is observed that when voters evaluate the candidate image before voting decision can be made, the factor of personal value is expected to emerge, in the sense of voter's values and account for a significant portion of consideration in linking the similarity -attraction or personality congruence between the candidate and voter's personality.

Questions

- Identify the ways of how marketers understand consumer purchase decision focusing on what are the voters really looking for when they vote in election.
- Critically analyze how the different Indian political parties influence the voting decision of Indian voters as consumers.

SECTION –C**(10 * 5 =50)**

Attempt **All Questions**. Each question carries equal marks.

- Explain the application of understanding consumer behavior in current marketing scenario.

OR

Explain what reference group is? Explain the various factors affecting the impact of reference groups.

4. What is culture? Explain various influence of culture on consumer behavior.

OR

What is “consumer learning”? Discuss the basic elements of learning?

5. Define customer loyalty. Explain the significance of customer loyalty relating to different marketing dimensions.

OR

Elaborate the principles of customer loyalty.

6. Explain Customer loyalty programmes in the Indian Banking Industry.

OR

Explain the behavioral, attitudinal and cognitive outcomes of customer loyalty.

7. Explain the difference between customer satisfaction and loyalty.

OR

Explain the drivers of customer loyalty.