

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1288

Roll No.

--	--	--	--	--	--	--	--	--	--

MBA

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2013-14

CONSUMER BEHAVIOUR*Time : 3 Hours**Total Marks : 100***Note :- Attempt all Sections.****SECTION-A**

1. Answer all **ten** parts in **50-75** words. All parts carry equal marks.

(10×2=20)

- (a) How does a group differ from reference group ?
- (b) Why is it important for marketers to understand consumer motivation ?
- (c) What is meant by an impulse purchase ? Why it is important ?
- (d) Define Family Life Cycle.
- (e) Why are consumer expectations important ?
- (f) What are the characteristics of an opinion leader ?
- (g) What are the global marketing strategies that marketers adopt ?
- (h) What and how do consumers search the information ?
- (i) List the factors influencing consumer behavior.
- (j) What is elimination-by-aspect decision rule ?

SECTION-B

2. Answer any **three** of the following parts in not more than **200** words : (3×10=30)
- (a) Discuss the need and importance of studying consumer behavior.
 - (b) What are the consumption differences you can observe with reference to durable and non durable products based on social factors ?
 - (c) Define Culture. Explain the characteristics of culture and factors influencing culture.
 - (d) What are the basic strategies available for companies seeking to influence need recognition ?
 - (e) Explain how personality traits can influence consumer behavior ?

SECTION-C

Note:— Answer the following questions in not more than **500** words.
(5×10=50)

3. Explain the impact of lifestyle and psychographics on consumer buying decision.

OR

Discuss the process of consumer decision making.

4. What do you mean by social stratification and social class ? Do you feel social mobility can result in the reduction of social class differences ? Why ?

OR

Describe the innovation adoption and diffusion process in detail and add a note on factors influencing the rate of diffusion.

5. What are the determinants of retailer success or failure ?

OR

Explain with suitable examples the importance of customer satisfaction in today's environment. Describe the various sources of customer dissatisfaction. Explain in brief various measures that can be used for enhancing customer satisfaction.

6. What is habitual decision making ? How is it different from variety seeking ?

OR

Which of the following products do you think are most likely to be purchased on the basis of brand loyalty and on the basis of inertia :

- (a) Detergent
- (b) Cosmetic
- (c) Soft Drink
- (d) Washing Machine
- (e) Airlines
- (f) Shoe Polish.

7. What do you mean by the term attitude ? Why marketers and consumer researchers are interested in learning about the link between consumer behaviour and attitude ?

OR

Describe different ways a company could segment the market based on consumption.