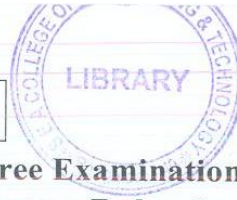


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14MBAMM301

Third Semester MBA Degree Examination, Dec.2015/Jan.2016
Consumer Behavior

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between surrogate buyers and purchase pals? (03 Marks)
- 2 Define consumerism. (03 Marks)
- 3 List the disciplines influencing consumer behavior. (03 Marks)
- 4 What are reference groups? (03 Marks)
- 5 What is e-CRM? (03 Marks)
- 6 List the various elements of learning. (03 Marks)
- 7 Describe the term cognitive dissonance. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is consumer research? Explain the consumer research paradigms. (07 Marks)
- 2 Describe Nicosia model of consumer Behavior? (07 Marks)
- 3 What is social class? How to measure the social class? (07 Marks)
- 4 Describe the dynamics of Husband-Wife decision-making. (07 Marks)
- 5 What is meant by Diffusion of Innovation? Explain the four basic elements of the diffusion process. (07 Marks)
- 6 Explain the four views of consumer decision-making. (07 Marks)
- 7 Explain the adoption process. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define perceived risk. Explain the major types of risk, that consumers perceive and strategies for reducing it, while making a purchasing decision. (10 Marks)
- 2 What are the possible outcomes of post-purchase behavior? How does the feedback help the marketer improve customer satisfaction? (10 Marks)
- 3 What are attitudes and explain how the attitudes can be changed? (10 Marks)
- 4 Define family. Describe the functions of family and roles in the family decision-making process. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines in the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

- 5 Define frustration. Describe the mechanisms by which individuals cope up with frustration. (10 Marks)
- 6 Write short notes on: i) Online buying behavior ii) Consumer Gifting behavior. (10 Marks)
- 7 Describe the nature and characteristics of Indian consumers. (10 Marks)

SECTION - D

Case Study :

A leading showroom dealing in refurbished cars used to put on display, the Maruti 800, Maruti Omni, Santro and many other cars. Both the automatic and manual brands of cars were available for display. The automatic models of cars were bought by usually the software engineers and the businessman. The refurbished cars were usually bought by the first time car buyers. It was observed that the consumers came to buy the cars, they would usually come with their family, which would include father, mother, wife and children and sometimes even friends and relatives. It was noticed that most of them were interested in purchasing vehicles through finance. Most of the sales would usually take 3-4 weeks to close.

The sales were observed to be the highest during the year end and festival season. There was a great influence of the housewives and the children in buying these cars as they were the ones who would enjoy the ride along with their father / husband.

Since the showroom is interested in sales to materialize, rather than pushing any brand, the salesmen are directed to satisfy the customers or the family queries. This should be their first consideration.

Questions:

- a. Do you feel that group interaction helps the buyer in his/her decision making process. Elaborate. (05 Marks)
- b. What should be the role of a marketer in the case regarding:
 - i) Advertisement
 - ii) Promotion
 - iii) Persuasion and closing the sale. (15 Marks)

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