CBCS Scheme

USN ☐☐☐☐☐☐☐☐☐☐

16MBAMM301

Third Semester MBA Degree Examination, Dec.2017/Jan.2018
Consumer Behavior

Time: 3 hrs.

Max. Marks:80

Note: *1. Answer any Four questions from Q.No. 1 to Q.No. 7.*
2. Question No. 8 is compulsory.

1.
   a. Differentiate between consumer and customer. **(02 Marks)**
   b. Explain the nature and characteristics of Indian consumer. **(06 Marks)**
   c. Briefly explain the Rights and Responsibilities of consumer. **(08 Marks)**

2.
   a. What is Internal Influence? **(02 Marks)**
   b. Differentiate between Qualitative and Quantitative Research. **(06 Marks)**
   c. Illustrate Input - Process – Output model with a neat diagram. **(08 Marks)**

3.
   a. What is Differential threshold? **(02 Marks)**
   b. Discuss Freudian Theory of Personality and its implications in Marketing Strategy. **(06 Marks)**
   c. Explain Motivation Process and influence of motivation on Consumer Behavior. **(08 Marks)**

4.
   a. What is Attitude? **(02 Marks)**
   b. Explain the influence of communication on Consumer Behavior. **(06 Marks)**
   c. Discuss Pavlovian classic conditioning model along with its Marketing implications. **(08 Marks)**

5.
   a. What is Beliefs? **(02 Marks)**
   b. Explain in detail the various types of reference groups. **(06 Marks)**
   c. Discuss the need for study of cross cultural differences and strategies to overcome Cross – Cultural problems. **(08 Marks)**

6.
   a. What are Market Mavens? **(02 Marks)**
   b. Briefly explain the characteristics of Opinion leaders. **(06 Marks)**
   c. Explain the stages in Innovation adoption process. How marketers can use their information strategically? **(08 Marks)**

7.
   a. What is e – CRM? **(02 Marks)**
   b. Discuss in detail the types of Perceived Risk. **(06 Marks)**
   c. Define Social class. Discuss measurements of social class in detail. **(08 Marks)**

8. **CASE STUDY (Compulsory)** :

   Mc Donald's corporation is the World's largest chain of hamburger fast – food restaurants, servicing nearly 52 million customers daily. Each Mc Donald's restaurant is operated by a franchise and affiliate or the corporation itself. Mc Donald's operates over 31,000 restaurants Worldwide, employing more than 1.5 million people. Most restaurants offer both counter service and drive through service with indoor and some time outdoor seating.

Some outlets feature large indoor or outdoor playgrounds with re-designed interiors in golden yellow, equipped with hanging lights. The restaurant will sport a new design with less plastic and more brick and mood and offer armchairs , sofas , Wifi connection , tall stools and counters. Plasma TVs will offer news and weather reports , 'flexible' Zone will be targeted at families and will have booths well fabric cushion with colorful patterns and flexible seating.

Questions :

a. How has the company gained consumer insights? **(05 Marks)**
b. How has Mc Donald's created service differentiations? **(05 Marks)**
c. "To attract Indian customer", what strategy need to be opted by Mc Donald's. **(06 Marks)**

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