

Internal Assesment Test – I

Sub:	Consumer Behavior					Code:	18MBAMM301		
Date:	06-09-2019	Duration:	90 mins	Max Marks:	50	Sem:	III	Branch:	MBA

		Marks	OBE	
			CO	RBT
<b>Part A - Answer Any Two Full Questions (15*02=30 Marks)</b>				
1 (a)	What is the difference between a customer and a consumer?	[03]	CO1	L2
(b)	Discuss the nature and characteristics of CB	[07]	CO1	L2
(c)	Summarize the Howard-Sheth Model of CB with diagram.	[10]	CO1	L4
2 (a)	What is internal influence?	[03]	CO2	L1
(b)	“Consumer movement in India is slowly gathering momentum.” Examine the statement.	[07]	CO2	L3
(c)	Describe EBM Model of CB using the diagram.	[10]	CO2	L4
3 (a)	What is meant by customer value	[03]	CO1	L1
(b)	Explain the various Post-Purchase Behavior exhibited by consumers.	[07]	CO2	L2
(c)	Interpret the various ways consumers dispose the product after the useful life.	[10]	CO2	L2
<b>Part B - Compulsory (01*20=20 marks)</b>				
4.	<p>A certain car showroom dealing in refurbished cars used to put on display the Maruti Alto, Maruti Vitara, Maruti Wagon R, Maruti Celerio etc. Both the automatic and manual brands of cars were available for display. The automatic models of cars were bought usually by software engineers and businessmen while the refurbished cars were usually bought by the first time car buyers.</p> <p>It was observed that when the customer came to make purchase decision, they would usually come to the showroom with their family including the father, mother, wife and children sometime with friends and relatives. It was noticed that most of them were interested in purchasing vehicle through finance. Most of the sales would usually take 3-4 weeks to close.</p> <p>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.</p>	[05]	CO1	L1
(a)	How do the group interaction helps the buyer in his decision making process?	[05]	CO1	L4
(b)	What should be the role of marketer in the above case towards:	[05]	CO1	L2
(i)	Advertisement, (ii) Sales Promotion schemes, (iii) Persuasion and closing the sale	[05]		

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	To understand the concept of consumer behaviour, decision making by consumers, behavioural variables and its influences on consumer behaviour.	1a 1b 1c 3b 4a			3a 3c	
CO2:	To comprehend the social and cultural dimensions of consumer behaviour.		2a		2c	2b
CO3:	To provide an insight of the psychological and behavioural concepts of consumers.	1a 1b 1c 3b 4a			3a 3c	4b

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	Summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

**PO1 – Theoretical Knowledge; PO2 – Effective Communication Skills; PO3 – Leadership Qualities; PO4 – Sustained Research Orientation; PO5 – Self-Sustaining Entrepreneurship**

**Scheme Of Evaluation  
Internal Assessment Test 1 – September 2019**

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			<b>Branch:</b>	MBA

**Note:** Part A - Answer Any Two Full Questions (20\*02=40 Marks)  
Part B - Compulsory (10\*1=10 marks)

Part	Question #	Description	Marks Distribution		Max Marks	
<b>A</b>	1	a)	3 differences	1 M each	3 M	20 M
		b)	Nature Characteristics	3 M 4 M	7 M	
		c)	Diagram Explanation	3 M 7 M	10 M	
	2	a)	Meaning	3 M	3 M	20 M
		b)	7 valid points with explanation	7 M	7 M	
		c)	Diagram Explanation	3 M 7 M	10 M	
	3	a)	Meaning	3 M	3 M	20 M
		b)	Meaning 5 types of behavior	2 M 5 M	7 M	
		c)	5 ways of disposing	2 M each	10 M	
<b>B</b>	4	a)	5 points on justification	1 M each	5 M	10 M
		b)	i. role of marketers towards advertisement ii. ole of marketers towards sales promotion iii. ole of marketers towards persuasion and closing	1 M each 2 M for convincing answer	5 M	