22MBAMM303

Third Semester MBA Degree Examination, June/July 2024 Consumer Behaviour

Time: 3 hrs.

Max. Marks: 100

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

2. Question No. 8 is compulsory.

3. M: Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	Compare Consumer and Customer.	03	L2	CO1
	b.	Discuss how social class can be used for Market Segmentation?	07	L3	CO3
	c.	Summarize the input process output model of consumer decision making.	10	L2	CO1
Q.2	a.	What is brand personality?	03	L2	CO ₂
	b.	Demonstrate consumer learning. Examine the sour basic elements of learning theories.	07	L3	CO2
	c.	Outline the nature and characteristics of a typical Indian Consumer.	10	L2	CO1
Q.3	a.	Illustrate Consumer Imagery.	03	L2	CO2
- Vic	b.	Interpret in detail the four views of consumer decision making.	07	L2	CO1
	c.	What is CRM? Show the various types of CRM strategies used for building	10	L3	CO3
		relationships with customers			
0.7					
Q.4	a.	List the three components of Attitude and explain each one very briefly.	03	L2	CO ₂
	b.	Illustrate the Family life cycle inference on buying decisions.	07	L3	CO ₃
	c.	Assess the different types of Perceived Risk. How do consumers handle risk?	10	L3	CO2
	_L				
Q.5	a.	Who is an opinion leader?	03	L2	CO3
¥	b.	What is frustration / Why frustration occurs? Describe the different defense	07	L3	CO2
		mechanisms to reduce frustration.			
	c.	What is situational inference? Infer with examples the five situational	10	L3	CO3
		characteristics that are important for a marketing manager to understand the			- 20
		purchase behaviour.			
Q.6	a.	What do you infer by culture?	03	L1	CO3
	b.	Recall JND. Explain the marketing application JND (Just Noticeable	.07	L3	CO2
		Difference).			~~~
	c.	Examine briefly Sigmund Freud's theory of personality as relevant to the study of consumer behaviour.	10	L3	CO2
		A control of the cont			
Q.7	a.	What is diffusion of Innovation?	03	L1	CO3
V.1	b.	What is reference group? Compare the different types of reference groups.	07	L3	CO3
	c.	Bring out the various personality traits related to consumer innovativeness.	10	L3	CO2
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