

# CBCS SCHEME

USN

22MBAMM303



## Third Semester MBA Degree Examination, Dec.2024/Jan.2025 Consumer Behaviour

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No.8 is compulsory.  
3. M : Marks, L: Bloom's level, C: Course outcomes.

			M	L	CO
Q.1	a.	Define consumerism.	03	L	CO
	b.	Discuss the characteristics of Indian consumer with example.	07	L2	CO2
	c.	"Consumer rights are human rights in market place". Interpret the above statement and explain the rights and responsibilities of consumers in India.	10	L4	CO3
Q.2	a.	State the features of online decision making.	03	L1	CO1
	b.	Distinguish the levels of consumer decision making.	07	L4	CO3
	c.	Analyse consumer decision making process of input output model of consumer behaviour with a suitable diagram.	10	L4	CO4
Q.3	a.	Define Consumer Imagery.	03	L1	CO1
	b.	Discuss the importance of Freud's Psycho analytical theory in marketing.	07	L3	CO3
	c.	Illustrate how Maslow's need hierarchy theory examples consumer motivation, consumer purchase for the following product/service : i) Pension plan ii) Laptop iii) Car iv) Rolex watch.	10	L4	CO4
Q.4	a.	List out the various considerations for designing persuasive communication.	03	L1	CO1
	b.	Illustrate how the learning theory proposed by Pavlovian is used by modern marketers.	07	L3	CO4
	c.	Analysis components of ELM model with example.	10	L3	CO4
Q.5	a.	List out the features of opinion leadership.	03	L1	CO1
	b.	Explain the concept of reference group appeals with example.	07	L2	CO2
	c.	Analyse the various problems in cross-cultural marketing and also the strategies to overcome it in India.	10	L3	CO4
Q.6	a.	Define subliminal perception.	03	L1	CO1
	b.	Analyze the stages of consumer adoption process.	07	L3	CO4
	c.	Outline the CRM strategies for building relationship marketing.	10	L4	CO3
Q.7	a.	State the features of brand personality.	03	L1	CO1
	b.	Summarise the concept of perceived risk and explain how consumer handle the risk.	07	L2	CO2
	c.	Illustrate the tri components model.	10	L4	CO4
Q.8		<b>CASE STUDY</b> ABC electronics a leading smartphone manufacture is planning to launch its latest flagship model. The company wants to understand the factors influencing the consumers purchasing decision in the smart phone market to tailor its market approach.			
	a.	Explain the primary factors influencing the consumers choice of smart phones.	10	L3	CO3
	b.	How do technological advertisements and innovation influence consumer performance.	10	L3	CO4

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