

Consumer Behaviour (18MBA-301A)

Total Marks : 15

Time: 1 Hour

Q1. Answer the following Questions:

[1×5]

- What is brand personification?
- Explain selective attention in the context of consumer perception.
- Mention the components of the tri-component model of attitude.
- Provide two examples of hedonic consumption.
- What is a brand community?

Q.2. Answer any two of the following :

[2.5 X 2]

- For a marriage, the choice of gift is commonly either chosen from a typical wedding list or is a sum of money. Explain how cultural factors might affect this gift giving behavior.
- Why is it more difficult for consumers to evaluate the effective quality of services than the quality of products?
- Explain the ways by which the product manager of a green tea brand can change consumer attitudes toward the company's brand.

Q.3. Answer any one of the following :

[5 X 1]

- The below table depicts the percentage of adults who put WOM (from friends, family, or other people), as compared with advertising, at the top of their list of best sources for information.

	People	Advertising
Restaurants	83%	35%
Places	71	33
Prescription drugs	71	21
Hotels	63	27
Health tips	61	19
Movies	61	67
Best brands	60	33
Retirement planning	58	9
Automobiles	58	36
Clothes	50	59
Computer equipment	40	18
Websites to visit	37	12

Cite a few reasons for consumers preferring information from WOM (people) over advertising? What strategies might marketers use to improve advertising effectiveness?

b) Which of the stages of the traditional family life cycle constitutes the most lucrative segment for each of the following products/services:

- Airtel Xstream Subscriptions
- Country Club Membership
- Mutual Funds
- Inner Engineering Program
- BYJU'S Learning App

Justify your answers.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2016-18)

CLASS TEST - II

Consumer Behaviour (MNG-306A)

Total Marks : 15

Time: 1 Hour

Q1. Explain the Terms:

(5X1 Mark)

- a) Compensatory rules
- b) Status
- c) Diffusion
- d) Perceptual Blocking
- e) Affective

Q2. Answer the following questions briefly.

(2X2½ Marks)

- a) Discuss the role of social class in consumer decision making process?
- b) Discuss the implications of measuring culture?
- c) Discuss the different functions of attitude by taking appropriate examples?

Q3. Answer the question elaborately.

(1X5 Marks)

- a) Discuss the utility of FLC.
- b) Discuss the role of opinion leaders in marketing various categories of products.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2015-17)

CLASS TEST - II

Consumer Behaviour (MNG-306A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Write Short Notes on the following... (Any Five)

[1x5=5]

1. Why do we study Consumer Behavior?
2. Distinguish between a Values and Custom?
3. What you mean by belief?
4. Define Self-image?
5. What is Reference Group?
6. Distinguish between Need and Wants.
7. Define Sub-Culture.
8. Who are Laggards?
9. What do you mean by Diffusion of Innovation?
10. What is Psychographics Analysis?

II. Answer any two of the followings :

[2.5x2= 5]

1. Find out two examples of a MNC operating in India, who have failed on account of Culture? And explain how understanding of Indian Culture could have improved the performance of their brands?
2. You are the Brand Manager of a new line of light weight, economically priced SMART Phone. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market?
3. Write a short note on Value and Lifestyle (VALS).

III. Answer any one of the following :

[5x1= 5]

1. *Charles Revson* of Revlon, Inc., an American multinational cosmetics company once remarked: ***“In the factory we make cosmetics; in the store we sell hope...”*** state how this statement relates to the marketing concept and the need of the marketers to understand consumer behavior?
2. What are the implications of Sensory, Short term and Long term Memory for marketers in developing Ad Promotions?

“Best of your Ability”



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2014-16)

CLASS TEST – I I

Consumer Behaviour (MBA-303A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Write few lines on the following (any five):

[1x5=5]

1. Market Penetration
2. Social Need
3. Positioning
4. Target Market
5. Consumer Buying Power
6. FLC
7. Empty Nest Stage
8. VALS

II. Write short notes on any two of the following :

[2.5x2=5]

1. Discuss the changing roles of Families in an Indian Society and give a specific example of at least one role.
2. What are the characteristics of a “Good” Market Segment?
3. Explain the difference between demographic variables and psychographic variables in terms of consumer behavior, and give a specific example of each.

III. Answer any one of the following :

[5 x 1=5]

1. Discuss why customer retention is so important compared to finding new customers.
2. Explain what is meant by “Cultural Changes in India”

“Best of Your Ability”