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Total Number of Pages : 02

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IMBA  
16IMN801A

8<sup>th</sup> Semester Regular / Back Examination: 2021-22

CONSUMER BEHAVIOUR

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J038

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2×10)

- What do you mean by post purchase dissonance?
- What is routinised response behaviour?
- What do you mean by impulse buying?
- Define the term 'consumer life style'.
- What do you mean by perception from the perspective of consumer behaviour?
- What is classical conditioning?
- What is customer value and why is it important to marketers?
- Mention the various components of culture?
- A Customer is a Co-producer of products and services- Comment.
- What do you mean by Psychographics?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)

- Explain the Nicosia Model of Consumer Behaviour?
- Define culture. What are the most important characteristics of culture that affect marketing decisions?
- What are the levels of consumer involvement? Explain the dimension of consumer involvement.
- What is meaning of personality? Explain effect of personality on decision making.
- Define perception. Discuss the role of extrinsic cues and intrinsic cues in the perceive quality of a product.
- Contrast and compare the Cognitive theory with Gestalt Theory.
- Explain the concept of Diffusion of innovation by citing relevant examples.
- Explain tri-component model of attitude and how attitude play an important role in relevance to consumer behavior?
- Describe the concept of opinion leadership? What are the characteristics of opinion leadership and how it influences consumer decision making?
- How social class influences consumer behaviour. Explain with examples.
- How social media influences consumer decision. Also discuss the role of review and recommendations.
- Discuss the 'Black box model' of consumer behavior and its relevance to marketing strategies.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain in detail the different stages in the consumer decision making process? Discuss the role and rationale of all these stages used in all consumer purchase decisions? (16)
- Q4** Explain the concept of reference group? Name two reference groups that are important to you. In what ways do they influence you in your purchasing behaviour? Discuss taking example of any product of your choice. (16)
- Q5** A leading FMCG manufacturer is planning to launch "nutrition choco bars" containing cereal and high energy food, in the Indian Market. It is considering targeting School going children by positioning it as a healthy, nutritious snack food. How can an understanding of cultural learning be used in developing an effective marketing strategy for the Indian Market? (16)
- Q6** A Japanese automobile manufacturer wants to launch a new line of passenger cars in India. Given your knowledge of the Indian consumer and their attitude towards cars, how can you use a model of consumer attitude to develop a marketing strategy for the launch of these cars in India? Describe the attitude(s) you hope to invoke in your target consumer. (16)