

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA
15MNG306A

3rd Semester Regular / Back Examination 2018-19

CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Time : 3 Hours

Max Marks: 100

Q.CODE : E510

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 Short Answer Type Questions (Answer All-10) (2 x 10)

- Differentiate 'consumer' from 'customer'?
- Prepare a psychographic-Inventory for the market study of 'sports wearing'?
- Differentiate between enculturation from acculturation?
- Deduce a relationship between 'evoked set', 'inert set' & 'inert set'?
- What do you mean by 'Gestalt'?
- What do you mean by just noticeable difference (JND)?
- Justify, when 'beliefs' become 'values' of customers?
- What do you mean by venturesomeness?
- Give two examples of pricing strategy and promotional strategy, where cognitive theory of consumer behavior is applied?
- What do you mean by 'subliminal perception'?

Part-II

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

- What do you mean by 'cognitive dissonance'? Differentiate cognitive theory of consumer behavior from psychoanalytical theory of consumer behavior?
- Selective attention, selective retention & selective distortion are not the perfect mechanism to study the perception of human being, while they act as consumers. Do you agree? Yes or No? Justify your answer through the mechanism of perception.
- What is black-box model? How the knowledge of black-box model is helpful to planners for launching a new product?
- Explain, how market segmentation by study of VALS model is helpful for the marketers of fashionable garment products in Indian urban areas?
- Compare and contrast the 'need hierarchy theory of motivation' with Herzberg's theory of motivation?
- Explain various stages of family life cycle along their relevance with the purchase decision making? Give your insight to the changing role of family in today's hi-tech market?
- Define social class? Explain various classifications of social class with appropriate examples?
- What do you mean by 'diffusion of innovation'? Explain various phases of diffusion of innovation? Give your answer by focusing on new models of cars that the companies are launching in regular intervals in Indian markets.

- i) 'Culture is the most fundamental determinant of consumer behaviour'. Expand this statement. How cross-cultural understanding is helpful for the marketers to differentiate their products?
- j) Do you realize that opinion leadership is dynamic nature? Give your answer by explaining the nature of opinion leadership? Cite any example where the marketer taken the help of opinion leadership to advertise its products.
- k) Explain the typical communication between marketer & consumers with the arguments of Nicosia model of consumer behavior?
- l) Do you think that the traditional definition of learning can be treated as it is, for those individuals who act as the customers for the specific marketer? Justify your answer with the help of relevant theory / theories of learning?

Part-III

- Long Answer Type Questions (Answer Any Two out of Four)**
- Q3** Explain, how 'satisfaction' & 'dissatisfaction' create the intention to purchase by describing clearly Engel-Kollat- Blackwell model of consumer behavior? Do you think that this model is relevant to every industry? Justify your answer by taking two examples. **(16)**
- Q4** Explain the relationship between information inputs, perpetual construct & learning construct by describing critical issues of Howard-Sheth model of consumer behavior? **(16)**
- Q5** Explain the developments in the 'enhanced adoption process model' over the stages of traditional stages of adoption process? What are various categories of adopters? **(16)**
- Q6** Study of consumers' attitude in India in comparison to other Asian countries, is more complex. By your opinion which constituent model(s) of multi-attribute-attitude is / are more suitable to study the Indian consumers? Justify your answer by explaining the entire multi-attribute-attitude model. **(16)**

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA
15MNG306A

3rd Semester Regular Examination 2017-18

Consumer Behaviour (CB)

BRANCH : MBA

Time: 03 Hours

Max Marks: 100

Q.CODE: B689

**Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions : (2x10)**
- a) Decision Process Approach explains consumer behavior as a-----
 - b) Personality with time and environmental changes-----
 - c) Drive is an-----stimulus
 - d) Elderly parents with dependent College-going children belong to-----stage of Family Life Cycle.
 - e) Perception above the Absolute Threshold is known as-----
 - f) Gestalt stands for -----
 - g) Affect part of Tri-component Model stands for-----
 - h) Motivation starts from-----
 - i) Significant Stimuli indicate stimuli obtained from -----
 - j) Multi Mediation Model has been propounded by-----
- Q2 Answer the following Questions : (2x10)**
- a) What is Limen?
 - b) What is VALS?
 - c) What is meant by intervening variables?
 - d) What is Acculturation?
 - e) What is understood by Stimulus Ambiguity?
 - f) Who is an Opinion Leader?
 - g) What is meant by Reinforcement in Learning?
 - h) What is the role of a Subculture?
 - i) What is meant by Innovation?
 - j) What represents a human-mind in Consumer Behavior?
- Q3 KTM Motorbikes is planning to launch a 650cc mobike to cater to the needs of the Indian market. It is priced at Rs. 6.5 Lakhs. Give your own estimation of its acceptability in the market. Considering the other parallel products available, what in your view would be the response of the market to the KTM mobike? Analyze your answer from consumer behavior perspectives. (15)**
- Q4 a) Explain Personality and its role in Consumer Behavior with example. (7.5)**
b) How does Personality affect in purchases of LED televisions? (7.5)
- Q5 a) What are the elements of Decision Process Approach? (7.5)**
b) In the purchase of gym equipment, how is the process applied? (7.5)

4

- Q6** a) How do Bachelorhood purchase decisions differ from those of Honeymooners? Why? (7.5)
b) How do you explain purchases of FMCDs in the different stages of Full Nest in the Family Life Cycle? (7.5)

- Q7** a) Explain the role of Social Media in the promotion of Government programs? (7.5)
b) Do they really help the government? Elaborate with example. (7.5)

- Q8** **Answer any TWO :** (7.5×2)
a) Cognitive Theory
b) Nicosia Model
c) Black Box Model.

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA
15MNG306A

3rd Semester Regular Examination 2016-17

CONSUMER BEHAVIOR

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y711

**Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.**

Part – A (Answer all the questions)

- Q1** Fill in the Blanks: (2 x 10)
- a) Psychographic segmentation is also known as _____
 - b) The impregnable opaque black box stands for _____
 - c) The lowest level at which an individual can experience a sensation is known as _____
 - d) An Attitude Model consisting "Affect" as the only component is known as _____
 - e) Super Ego depicts society's _____ codes of conduct
 - f) Learning of the culture of one's own society is known as _____
 - g) The stimulus that comes from within to satisfy a need is known as _____
 - h) The Multi-mediation Model has been given by _____
 - i) The configuration of perceptual organizations is known as _____
 - j) TAT is a kind of _____ Technique
- Q2** Answer the following questions: (2 x 10)
- a) What is meant by VALS?
 - b) What is understood by Gestalt?
 - c) What do you understand by Supraliminal Perception?
 - d) What is Limen?
 - e) What does "Id" signify?
 - f) What is understood by Distributive Approach?
 - g) What is S-R Relationship?
 - h) What is meant by Role Model?
 - i) What does "Attitude" mean?
 - j) What is meant by cross cultural effect?

Part – B (Answer any four questions)

- Q3** Lay down Sheth's Family Decision-making Model with example. What is its importance in study of consumer buying behavior? (15)
- Q4** Analyze purchase decision making with changing role of family members as they progress in the Family Life Cycle. (15)

- Q5 Elaborate on different stages of Personality Development in detail and differentiate Personality from Trait. Exemplify your answer. (1)
- Q6 What major factors influence consumer decision-making? Detail out your answer with justification. (15)
- Q7 Explain the Multi Attribute Model of Attitude with example. Justify how it satisfies the definition of Attitude. (15)
- Q8 Write notes on any THREE of the following: (3 x5)
- a) Psychological Field
 - b) Central Control Unit (CCU)
 - c) Social Media and Consumer Behavior
 - d) Diffusion of Innovations
 - e) Psychoanalytic Theory

Registration No:

--	--	--	--	--	--	--	--	--	--

Total number of printed pages :

MGT 303A

3rd SEMESTER EXAMINATION, 2015

CONSUMER BEHAVIOUR

BRANCH : MBA

QUESTION CODE : T458

Max marks: 70

Time: 3 Hours

Answer Question No.1 which is compulsory and any five from the rest.

[The figures in the right hand margin indicate marks]

- Q.1 Answer the following questions : 2x10
- (a) What is VALS ?
 - (b) What is understood by subculture ?
 - (c) What is Honeymooners stage ?
 - (d) What is meant by patronage motive ?
 - (e) What is understood by stimulus ambiguity ?
 - (f) What role model plays in consumer behavior ?
 - (g) What is meant by cross cultural understanding ?
 - (h) What is understood by opinion leader ?
 - (i) What is AIO analysis ?
 - (j) What is understood by trait ?
- Q.2 Amrutanshu did his Engineering Degree from NIT, Trichy. Thereafter he joined IIM, Kolkata, and got his Post Graduate Diploma in Management. Straight from there he joined a company in Dubai as an Investment Analyst with a tat salary. In three years time he had scaled great heights as a professional. He changed to another Multinational in Kuala Lumpur. He leads a decent life for two years and then meets his soul mate Rebecca whom he marries and leads a happy life. After two years they get their first kid, a girl. After five years, they are again blessed with a male child. All the members of the family lead a normal life till both the children go on their own leaving the parents alone. 10
- Assignment :**
Explain the life cycle of the family of Amrutanshu and Rebecca. Explain the purchase behavior of each member at different stages of the life cycle of the family with justification.
- Q.3 Explain the Nicosia Model by using the example of purchase of iPhone 6. 10
- Q.4 Lay down the factors, which influence consumer behavior with appropriate example . 10
- Q.5 Explain consumer decision process approach with purchase of Toyota Altis as the product. 10
- Q.6 What is attitude ? Explain it elaborately with the use of Tricomponent Model. 10
- Q.7 Explain group influence on consumer behavior from the perspectives of different kinds of group influences. Use examples to justify your answer. 10
- Q.8 Write notes on any **TWO** : 10
- a) Psychoanalytic Theory
 - b) Perception
 - c) Seth's Family Decision-making Model.

Registration No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 3

MBA
MBA305A

Third Semester Examination – 2013

CONSUMER BEHAVIOUR

QUESTION CODE : C- 522

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 & 2 are compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer briefly the following questions : 2×10
 - (a) What is Cognitive Theory ?
 - (b) What is Trait ?
 - (c) Who is an Opinion Leader ?
 - (d) What is Subliminal Perception ?
 - (e) What do Models do in Consumer Behavior ?
 - (f) What is understood by Super Ego ?
 - (g) What is meant by influencer ?
 - (h) What is R-R relationship ?
 - (i) What is meant by Primary Group ?
 - (j) What is understood by Psychographics ?
2. Pizzeria India is a western fast food selling company situated in Mumbai with twenty branches spread over the city. The product range of Pizzeria obviously starts with pizzas and includes burgers, hot dogs, tortillas, pastas, Doritos, etc. The main dishes are accompanied by French fries along with soft serves and soft drinks of all kinds. Being in the same QSR business as western giants like Burger King, Pizza Hut, KFC, Mc Donald, etc., Pizzeria is under constant threat of stiff

competition from the global giant corporates. Despite the threats, Pizzeria still has been able to create a solid customer base. The owner of Pizzeria, Mr. Sk. Tahir, is neither a qualified person nor is he from the metro background; but he made it possible to jump into a business that is dominated by biggies of the west who have dominated the world, and yet could do a good job of it. His key business strategy has been to dabble with the usual spices for the food by giving them an Indian touch with addition of typical Indian spices in the right proportion. This has been purely the innovativeness of Mr. Tahir; which has been due to his experience and prior expertise in culinary. In fact, Mr. Tahir years back was a road side thelawala fast food seller in a tier two city of Maharashtra. He was extremely successful in his venture through which he could make some money and dared come into Mumbai and start his present business in a small way in Chowpatty. However, in five years time he could bring his business to a much higher level with five branches around the nearby areas. He trained his cooks personally to retain uniform taste in all the branches. He paid his cooks well and interestingly, none has left him till the present time. After opening twenty branches, he still has retained his business success. His new strategy has been to share a portion of profit with his cooks specifically, which keeps them motivated and attrition is almost nil. Lack of education has played no role in his business planning or strategy formulation, as can be seen from the success story of Pizzeria. Though in the same business global giants are in the fray, Mr. Tahir has been cutting his share of the pie successfully. He has been very careful in planning his STP strategy. His target market has been the middle class and lower middle class urbanites, mostly youths. Accordingly, he has planned his pricing strategies too. His stores are maintained clean and service is decent enough; but not too lavishly decorated or glam-oriented.

In the wake of his success in Mumbai city, Mr. Sk. Tahir is thinking of further expansion in the western and northern parts of India.

Analyze the case thoroughly, and give a critical view on the expansion plan of Sk. Tahir and his understanding of consumer behavior with regard to his product portfolio.

10

3. What is understood by attitude ? How do the structural models go on to justify the role of attitude ? Explain with example. 10
 4. What is personality ? How does it evolve over the life of a person ? Exemplify how it affects consumer behavior ? 10
 5. Lay down the Howard-Sheth Model and discuss its role in explaining consumer buying behavior. 10
 6. What role Family Life-Cycle study has in understanding consumer buying behavior ? Answer with example. 10
 7. Write notes on any **two** : 5×2
 - (a) Decision Process Approach
 - (b) Central Control Unit
 - (c) Nicosia Model.
 8. What is cross-cultural understanding ? How does it help in consumer behavior study ? Exemplify your answer. 10
-

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

MBA
MBA 305A

Third Semester Examination – 2012 - 13

CONSUMER BEHAVIOUR

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 & 2 are compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2×10

- (a) What is VALS ?
- (b) What is understood by subculture ?
- (c) Who are the Honeymooners ?
- (d) What is trait ?
- (e) What is post purchase dissonance ?
- (f) Who are opinion receivers ?
- (g) What is a primary group ?
- (h) What is absolute threshold ?
- (i) What is just noticeable difference (J.N.D) ?
- (j) What is primacy effect ?

2. **Case Study :** 10

Burger Queen, Inc, an American fast food giant, has operations all over USA, Canada, Mexico and the European Union. Their business is pretty much in the line of Burger King and Mc Donald. They are primarily known for the hamburgers, fish fillet sandwiches and chicken sandwiches. French fries is a common serving along with the sandwiches and burgers. They also carry pops (soda soft drinks) and soft serves. Burger Queen also has a massive customer base because of the

P.T.O.

taste of their burgers and sandwiches. Their burgers are meaty and juicy, which the consumers there like very much.

The CEO of Burger Queen, Mike Abercrombie, a very ambitious business man, who has been successful in all his previous expansion programs, now considers the largest democracy in the world as his next destination for expansion. He made his research thru his research team to find out the entry and operations of Mc Donald in the country. Mike gets excited and feels mighty happy, as he knows that his company could also adopt similar practices and be successful.

However, Mike wants to get a step ahead and plans to use the same food ingredients in all his products in India as he uses in the west. This he thinks would be his USP and a counter move towards Mc Donald's strategy.

Question :

Analyze the case thoroughly and suggest your moves for the purpose to Mike Abercrombie. All your suggestions must be backed by sufficient rhyme and reason reflecting your knowledge in consumer behavior.

3. Explain the Nicosia Model and elaborate on it by illustrating the model. 10
4. Explain the role and structure of family from the family life cycle point of view, and apply your marketing skill to sell products at different stages of life cycle. 10
5. Write notes on any two : 5×2
 - (a) Psychological field
 - (b) Gestalt
 - (c) Diffusion of innovations.
6. Differentiate between Distributive approach and Decision Process Approach of studying consumer behavior with example. 10
7. What is consumer behavior ? Why is Sheth's Family Buying Decision Model studied in consumer behavior ? Justify your answer with example. 10
8. What are the factors that affect consumer behavior ? Answer with examples and justification. 10

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

MBA
MBA 305A

Third Semester Examination – 2011

CONSUMER BEHAVIOUR

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 & 2 which is compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2x10
- (a) What is Gestalt?
 - (b) What is super ego?
 - (c) What does a model in consumer behavior do?
 - (d) What is passive learning?
 - (e) What is trait?
 - (f) What is understood by sub culture?
 - (g) What is meant by influencer?
 - (h) What is S - R relationship?
 - (i) What is VALS?
 - (j) What is the role of an opinion leader?

2. **CASE STUDY :**

Chung Li, a company headquartered in Hong Kong, is specialist in manufacturing customized chop sticks for special banquet dinners hosted by big star hotels. Since every company in modern times wants to make an expansion move into India in the lure of its huge market, Chung Li also wants to spread its tentacles in India for magnification of its business and growth. It sends an advance team of market research to India to make a consumer behavior study

P.T.O.

of Indian market. The team undertakes the study in Bombay, Madras, Calcutta, Bangalore, Hyderabad and Poona. After a month's intensive research, the team arrives at no conclusive decision about the future of chop sticks in India. The team was rather confused and was in quandary about the future of Chung Li and its specialized chop sticks in India.

The CEO of Chung Li, Mr. Nu Mushin, was unhappy with his market research team for not being able to throw enough light on the situation. He decides to use a pure Indian market research team for the purpose. You have been selected to head the team.

Assignment :

10

- (a) How would you go about the consumer behavior study of the Indian market?
- (b) What do you think would be your findings and why?
- (c) What would be your advice to Mr. Nu Mushin?
3. What is understood by attitude ? Explain it through the use of the Tri-component model of attitude. 10
4. What is Decision Process Approach ? How is it different from Distributive Approach ? Explain with example. 10
5. What is Family Life Cycle? How does it affect marketing decisions with regard to different kinds of products ? 10
6. What are the essential features of Engel, Kollat and Blackwell model ? Explain it with example. 10
7. Write notes on any two : 5×2
 - (a) Black Box Model
 - (b) Psychological Field
 - (c) Perception.
8. What is the role of Consumer Behavior in marketing? Explain with example in detail. 10

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA
15MNG403A

4th Semester Regular / Back Examination 2018-19

CONSUMER BEHAVIOUR

BRANCH : MBA

Max Marks: 100

Time: 3 Hours

Q CODE : F343

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 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Differentiate 'customer' from 'consumer'?
- Every factors of consumer behavior can not be the buying motives. Do you agree ? Explain your answer in two sentences.
- Deduce a relationship between 'selective attention', 'selective distortion', & 'selective retention' in the context of consumer behavior.
- What do you mean by 'gestalt'?
- Differentiate 'enculturation' from 'acculturation' in the context of understanding the consumer behavior?
- "Learning makes a relatively permanent change in consumers' behaviour" Expand this statement?
- Psychographic inventory can be the base of segmenting the consumers on the basis of 'life style'. How?
- What are changing role of family in buying decision making process?
- What do you mean by ethnocentrism?
- Give two examples, where cultural values of consumers are taken as strategic elements by the any marketers in India.

Part- II

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

- Explain the salient features of cognitive dissonance and its relationship with purchase decision making process in the context of white goods' market in India?
- What is subliminal perception? How does it influence the marketers of fashionable products in preparing their marketing plans or strategies?
- Define attitude? Explain tri-component model of attitude with its relevance to study the consumer behavior?
- What are the traditional family life cycle stages, a family progresses through? Discuss how, the understanding of modern family life cycle stages takes advantages over the former to formulate marketing strategies in Indian context?
- Explain the economic consumer model. Why this model is considered to be unrealistic in the context of modern life style of todays consumer? How the marketers' knowledge of psychological field of consumers can make the above model realistic?
- Define social class? Explain various types of social classes with appropriate examples and its relevance to the Indian fast-food marketers?
- Explain various characteristics of culture in the context of consumers' behavior? How the cross-cultural understanding can improve the marketers approach towards the new customers?
- Psychanalytical theory of personality can give more insight into the consumers' behaviour rather than the trait theory of personality.
- SRI VLS is an appropriate technique to segment the consumers' market for a marketer, who is going to launch a new packaged food product in urban areas of India?

258

258

258

258

258

258

- j) What do you mean by opinion leadership? Explain the characteristics of opinion leadership with appropriate Indian examples?
- k) Explain the Nicosia model of consumer behavior? How the marketers of telecommunication services can use this model to judge the Indian consumers' attitude?
- l) What do you mean by 'black box' of consumer behavior? Explain various factors of consumer behaviour with appropriate examples that are relevant for formulation of marketing plans or strategies in Indian scenario?

Part-III

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

- Q3 Explain, how the 'perceptual constructs' and 'learning constructs' make the modeling of consumer behavior relating the inputs to the outputs of studying the consumer behavior. (16)
- Q4 Explain, how the unit of study as 'adoption process' is helpful to study the 'diffusion of innovation' relating to the consumers of FMCG products in India? (16)
- Q5 Explain the relevant model, where the 'central control unit' make the 'information processing' for the consumers' decision making with the 'environmental influences'? (16)
- Q6 Explain, from your own experience, how the de-monetization influenced the consumers' decision-making process? How the consumer durable marketers changed their strategies temporarily keeping in view the above situation? (16)

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA
15MNG403A

4th Semester Regular / Back Examination 2017-18

CONSUMER BEHAVIOUR (CB)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C260

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1. Fill in the blanks :

(2 x 10)

- a) Distributive Approach explains consumer behavior as -----
- b) With time and environmental changes----- don't change
- c) Cue is -----stimulus
- d) Elderly parents with dependent College-going children belong to-----
stage of Family Life Cycle.
- e) Perception below the Absolute Threshold is known as-----
- f) AIO stand for -----
- g) Cognition part of Tri-component Model stands for-----
- h) Rational Motive stands for-----
- i) Symbolic Stimuli indicate stimuli obtained from -----
- j) Black Box stand for -----

Q2. Answer the following questions :

(2X10)

- a) What is Reality?
- b) What is CCU?
- c) What is meant by R-R Relationship?
- d) What is understood by Subculture?
- e) What is understood by Social Display?
- f) Who is an Influencer?
- g) What is meant by Gestalt?
- h) Who is a Solitary Survivor in Consumer Behavior Study?
- i) What is meant by Diffusion of Innovation?
- j) What are the elements of Psychoanalytic Theory?

Q3. Analyze the role of Family Life Cycle and justify why it is absolutely necessary to the study of consumer behavior. Exemplify your answer.

(15)

Q4. What is the role of Social Media in shaping consumer behavior today? Critically examine your answer with example.

(15)

Q5. How does Consumer Decision Process Approach explain Consumer Behavior? Use a shopping good as your example to justify the approach.

(15)

Q6. What are Cognitive Theory and Gestalt Theory? Give an analytic answer justifying their similarities. (15)

Q7. What is Attitude? How does it affect Consumer Behavior? Explain with example by using any Attitude Model. (15)

Q8. Answer any TWO : (7½ x 2)

- a) Perception
- b) Nicosia Model
- c) The Indian Yuppy and Consumer
- d) Behavior

Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA
15MNG403A

4th Semester Regular Examination 2016-17

CONSUMER BEHAVIOR(CB)

BRANCH:MBA

Time: 3 Hours

Max Marks: 100

Q.CODE:Z577

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

I. Psychographics relate to----- (2x10)

- a. AIO Analysis b. Demographics
c. Perception d. Personality

ii Attitude towards something is-----

- a. Culture b. Subculture
c. Negative Characteristi d. Attitude-Object

III. Supraliminal Perception is about-----

- a. Non perception b. Above the Limen
c. Below the Limen d. Absolute Threshold

IV. Ego relates to-----

- a. Too much pride b. Instinctive Behavior
c. Moralistic behavior d. Balncing between Id and Super Ego

V. R-R Relationship relates to-----

- a. Black Box b. Distributive Approach
c. Gestalt d. Stimulus Display

VI. Personality Changes relate to-----

- a. Biological changes b. Locational changes
c. Occupational changes d. All of the Above

VII. A Person who shows you the right path is-----

- a. A Tout b. A Swagger
c. An Imbecile d. An Opinion Leader:

VIII. Cognition is-----

- a. Knowing b. Perception
c. Understandingd. All of the Above

- IX. A Full Nest is-----
- | | |
|----------------------|--------------------------|
| a. Bachelor Stage | b. Parents with Children |
| c. One living parent | d. Live-in Relationship |

- x. Consumer's Evoked Set relates to-----
- | | |
|-----------------------|-------------------|
| a. Anger | b. Predisposition |
| c. Physical Inability | d. Stupidity |

Q2

Answer the following questions:

(2x10)

- What is Absolute Threshold?
- What do you understand by Acculturation?
- Explain in one sentence Distributive Approach.
- What does a Super Egoist mean?
- What is the other term used for Organization of Experiences?
- Why a model is used to explain consumer behavior?
- What is a Single Component Attitude Model?
- What is VALS?
- What is meant by Social Media?
- Who is an Influencer?

Q3

Explain the Consumer Decision Process Approach with an Air Conditioner as your example.

(15)

Q4

What do you understand by Diffusion of Innovations? A new kind of washing machine has been innovated; which can agitate and spin by simple manual use of pedals. How would you diffuse the innovation? Think from market segmentation point of view.

(15)

Q5

How do you explain Personality and Trait? A quick-tempered bright student later in life becomes a Professor. How would you relate his classroom behavior from Personality and Trait perspectives?

(15)

Q6

Explain different stages of Family Life Cycle from marketers' point of view. Which product marketer wins at what stage? Justify your answer.

(15)

Q7

What is understood by attitude? Explain the models you have studied to explain Attitude. Do exemplify your answer

(15)

Q8

Any Three

(5x3)

- Problem Recognition stage of Engel Kollat and Blackwell Model.
- Impact of Culture on Consumer Behavior.
- Motivation.
- Psychoanalytic Theory in understanding Consumer Behavior

Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MGT 403A

FOURTH SEMESTER REGULAR EXAMINATION, 2016

Consumer Behavior

Question Code : MGT 403A

FULL MARKS : 70

Time allowed : 3 hrs

Answer question number 1 which is compulsory, and five from the rest. Question 1 carries 20 marks and rest questions carry 10 marks each.

- Q.1. a. Which theory tells that mind is in a state of Configuration? $10 \times 2 = 20$
- b. Which theory delves into Id, Ego, and Super Ego?
- c. What is Supraliminal Perception?
- d. What does Absolute Threshold stand for?
- e. What is Trait?
- f. Which theory talks about mind as an Organization of Experiences?
- g. What is Cue?
- h. What is Perceptual Bias?
- i. What is a Dormant Motive?
- j. What is Acculturation?

- Q.2. Inchin is an Indian Chinese restaurant situated in Plano, Texas, a Dallas suburb. It specializes in Chinese food the way Indians from India like to it, a little spicy and hot. Usually the Chinese, Japanese, Thai and other restaurants from other parts of the world do prepare their foods keeping the taste of the preparations in line with the taste of the white Americans; which is non spicy and bland to an average Indian from India.

Inchin had problems initially in drawing customers into its facility; but gradually customers inched into it and today it is a huge national brand attracting customers from all nationalities who stay in the USA. The Chinese food with Indian taste has become a hot-selling product.

Assignment: Analyze the situation from consumers' behavior point of view in detail.

Q.3. Explain Engel Kollat and Blackwell model with a frequently and regularly bought product like bathing soap. 10

Q.4. Explain Family Life Cycle with the Full Nest - I as your target market. As a marketer what kinds of products should you be emphasizing upon for such a market? Justify your answer. 10

Q.5. Write notes on any TWO:

a. Psychographic Theory, b. Psychological Field c. Black Box Model 10

Q.6. How would you explain the role of Social Media in shaping the buying behavior of the yuppies today? Detail out your answer with example. 10

Q.7. What is Attitude? How do Single component and Tri component attitude models explain attitude and its impact on consumer behavior? Detail out your answer. 10

Q.8. Distinguish between Distributive Approach and Decision Process Approach of consumer behavior. Cite examples to support your answer and analyze the situations in which each one of them can hold well. 10

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

MBA
MGT 403 A

Fourth Semester Regular Examination – 2015

CONSUMER BEHAVIOR

BRANCH : MBAR

QUESTION CODE : J 266

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory and any **five** from the rest.*

The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2 x 10

- What is S-R Relationship ?
- What is Cognitive Dissonance ?
- Who is understood by Trait ?
- What is Supraliminal Perception ?
- What is understood by Filter in CCU ?
- What is understood by Freud's Ego ?
- What is meant by Full Nest-I ?
- What is understood by Attitude-Object ?
- What is meant by Differential Threshold ?
- What is understood by Psychographics ?

2. A kirana store "Jai Bajrangbali Variety Store" deals in all kinds of FMCGs usually carried by a standard kirana store in India. The proprietor of the store, Narendra Yadav, had established the store fifteen years back. He has devoted his mind and body all these fifteen years to understand and practice the kirana kind of business.

P.T.O.

An upwardly mobile youth walks into the store and asks for a pack of Mach III razor blades. Narendra gives him the pack and asks if he would need a Gillette shaving gel crème and after shave lotion. The young guy says "yes". Narendra Yadav complies and further adds if he would need a bottle of one-and-half liter Coke pop, as there is a special discount on it. The young guy okays the idea. Narendra complies and asks if he would need something more. The guy asks for a large pack of Lays potato chips and asks for the bill. Narendra Yadav does the needful and keeps the cash, as the young guy walks out of the store with a carry bag loaded with his stuff saying "Thanx" to Narendra Yadav.

Assignment :

Explain the buying situation with reference to whatever you have learnt in consumer behavior. How was Narendra Yadav able to predict the buying behavior of the young gentle man. Use your knowledge of consumer behavior to explain it.

- 10
3. What are the Structural Models of Attitude ? Explain them in detail. 10
4. What are the elements of Group Influence that affect Consumer Behavior ? Detail out your answer. 10
5. Explain the Four views of Consumer Decision Making with example. 10
6. What is the role of model in consumer behavior ? Explain a purchase situation with the use of Nicosia Model. 10
7. Write notes on any **two** of the following : 5x2
 - (a) Psychological Field
 - (b) The Black Box Model
 - (c) Gestalt Theory.
8. Explain the role of Perception in consumer behavior with the use of theories of perception studied. 10

Total No. of Questions : 8

Registration Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of pages: 2

MBA

MBC411/MPE2011

Fourth Trimester Regular/Special Examination – 2010

CONSUMER BEHAVIOUR

Full Marks – 70

Time: 3 hrs

Answer Question No. 1 which is compulsory and any five from the rest.

The figures in the right- hand margin indicate marks

1. Answer the following questions: 2×10
 - (a) What do you understand by subculture?
 - (b) Who is a consumer innovator?
 - (c) Who is an opinion leader?
 - (d) What is understood by empty nest?
 - (e) What is the role of reference group?
 - (f) What is AIO?
 - (g) What do you understand by attitudes?
 - (h) What is understood by exogenous or extraneous variables in consumer behavior models?
 - (i) What is understood by consumer psychographics?
 - (j) What elements constitute the learning theory?
2. Can consumer behavior studies be applied to non-profit organizations? Explain in detail with examples. 10
3. Explain the four views of consumer decision making. Justify your answer with examples for each view. 10
4. Explain the family life cycle analysis and specify strategies for marketing of products befitting to the different stages of life cycle. 10
5. Explain the diffusion and adoption processes in detail using at least two products (one FMCG, and another consumer durable) as examples. 10

6. Lay down the final stage of the Engel-Kollat-Blackwell multimediation model, and explain it thoroughly by use of an example. 10
7. What is understood by life style analysis in consumer behavior? Answer elaborately with example to justify your answer. 10
8. Write notes on (Any Two): 5x2
- (a) Psychoanalytic theory
 - (b) Cognitive theory
 - (c) S-R relationship