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M.B.A. (FT)/M.B.A.(IB) DEGREE IV SEMESTER EXAMINATION MAY 2015**SMS2408/SMI2408 CONSUMER BEHAVIOUR***(Regular)*

Time: 3 Hours

Maximum Marks: 50

PART A(Answer *ALL* questions)

(5 × 2 = 10)

1. Define consumer behaviour.
2. What do you mean by consumer perception?
3. Can consumer attitude towards brands be changed?
4. What is the meaning of cross-cultural analysis?
5. List any four life style profiles.

PART B(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What are the disciplines that have contributed to consumer behaviour as a subject of study?
7. Distinguish between learning via classical conditioning and learning that occurs via operant conditioning.
8. List out and explain the five stages of traditional family life cycle.
9. Explain how personality traits can influence consumer research.
10. What are the various roles that motives play in influencing consumer behaviour?
11. Discuss the process in consumer purchase decision making.
12. How do you measure attitudes? Explain.

PART C(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Explain the application of consumer behavior knowledge in marketing decisions.
14. How do demographics affect cultures and values? How do cultures and values affects purchase decision?
15. Discuss about various models of consumer decision making and describe Howard-Shetu model of decision making.