



MBA.IB.IV/05.13.0479

**MBA (INTERNATIONAL BUSINESS) DEGREE IV SEMESTER EXAMINATION
MAY 2013**

SMI 2404 CONSUMER BEHAVIOUR

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

I. A. How can understanding consumer behaviour help marketers sell products or services?

OR

B. Explain the steps in decision making process. Explain rational and emotional behaviour.

II. A. Define positioning. How do you identify the positioning strategies for different brands?

OR

B. Explain any two theories of motivation and their applications.

III. A. Explain brand extension. Why do brand extensions fail?

OR

B. What is attitude? How do you measure it?

IV. A. How endorsements help marketers? Discuss the role of reference groups.

OR

B. As a marketer, what cross cultural issues you would analyse? Why?

V. A. "Heavy persuasion leads to the consumption of unwanted goods" - Discuss.

OR

B. Why mobility among social classes affect the consumption of goods and services?
