



MBA(T)IV/06.12.502

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION -
JUNE 2012**

SMT 2412 CONSUMER BEHAVIOUR

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. Define the concept of consumer behaviour. Explain the need for its study.
OR
B. What are the four major uses or applications of an understanding of consumer behaviour?

- II. A. Describe the major characteristic of trait theories of personality indicating the major advantages and disadvantages. Review their usefulness in explaining consumer behaviour.
OR
B. Identify the pattern and theory that are involved in the process of human perceptions. How might an understanding of it help marketing practitioners in achieving marketing objectives?

- III. A. How the principles of (i) classical conditioning theory and (ii) instrumental conditioning theory be applied to the development of marketing strategies?
OR
B. Explain how situational factors are likely to influence the degree of consistency between attitudes and behaviour.

- IV. A. Describe the correlation between social status and income which is a more useful segmentation variable. Discuss.
OR
B. How does the family influence the consumer socialization of children? What role does television advertising play in consumer socialization?

V. **Case Analysis:-**

The Indian pc market is increasing in rapid strides. The brands in this market are HCL, WIPRO, LG, HP and IBM. The computer is no more perceived as a product needed for software engineers. It is being used even by school going children, internet users, colleges, universities, engineers, doctors etc. Keeping in view the attitude towards the computer, you are required to design a model to study about the consumer behaviour to know about various factors that influence consumer behaviour in India for a new brand of a computer.
