



MBA.F.IV/05.13.0460

**MBA DEGREE (FT) IV SEMESTER EXAMINATION MAY 2013**

**SMS 2403 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?

\*\*\*