



MBA.F.IV/10.41

M.B.A DEGREE (FT) IV SEMESTER EXAMINATION, MAY 2010

SMS 2403 CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Explain with examples the applications of consumer behaviour knowledge in marketing.
OR
B. Are consumers emotional or rational? Justify with examples.

- II. A. Explain the use of theories of motivation in understanding consumer behaviour.
OR
B. What is attitude change? Explain the strategies of attitude change.

- III. A. Evaluate the cognitive learning theories and their use in consumer behaviour.
OR
B. Explain the role played by psychographics in consumer behaviour.

- IV. A. Explain any two models of consumer behaviour and their relevance in the Indian context.
OR
B. Describe the cross cultural issues in marketing.

- V. Case Analysis.
Arrow shirts, a premier shirt maker in USA was known as conservative, traditional and formal wear. Over the years, the youth and older generation started moving to informal wear and that made Arrow to rethink on their strategies. They repositioned themselves from formal to non formal wear like T-shirts etc.
Do you think arrow took the right steps?
What will be the change in attitude of consumers in this situation?
Explain the relevance in the Indian context.
