



MBA.F.IV/11.386

M.B.A. DEGREE (F.T) IV SEMESTER EXAMINATION MAY 2011

SMS 2403 CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

I. A. Explain consumer decision making process. Compare it with products of Tooth paste and LED Television.

OR

B. Discuss how 'involvement' influences the buying decision of consumers. Explain the theoretical background.

II. A. Explain different Theories of personality. Link them with great leaders/businessmen you are aware of.

OR

B. Discuss the significance of positioning. Explain Perceptual Mapping and Multi Dimensional Scaling.

III. A. What is attitudinal change ? How will you measure it?

OR

B. List out the products that have become successful due to change in lifestyle. Do you find the role of reference group in the behaviour of consumers of those products? Discuss.

IV. A. Discuss in detail the sub cultural and cross cultural issues in marketing.

OR

B. Write Notes on

- (i) Diffusion of Innovation
- (ii) Family Life Cycle
- (iii) Social comparison Theory

V. A. Case Analysis

Smithkline Beecham, the manufacturers of Horlicks & Boost, has recently launched a fast food-Foodles. This is similar to Maggi Noodles the brand leader of that segment. The company wants to know the reaction of this brand extension. Design a questionnaire to find out consumers reaction for this product.

Also propose a way to measure brand loyalty for Boost.
