



MBA.IV/05.16. 0369

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**MBA (FT) / MBA (IB) DEGREE IV SEMESTER EXAMINATION MAY 2016**

**SMS 2408/SMI 2408 CONSUMER BEHAVIOUR**  
(Regular)

Time: 3 Hours

Maximum Marks: 50

**PART A**

(Answer *ALL* questions)

(5 × 2 = 10)

Write short notes on the following:

1. Consumer panel.
2. Social class.
3. Post purchase dissonance.
4. Surrogate buyer
5. Netizen.

**PART B**

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. State the determinants of behaviour of an individual.
7. Differentiate between individual and organizational buying behavior.
8. How consumer protection is guaranteed?
9. Name some demographics influencing consumer behavior.
10. Write any four factors influencing industrial buyers.
11. Name the areas of consumer behavior applications in marketing.
12. What are the general factors that trigger motive around?

**PART C**

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Examine the changing concept of consumer behavior and explain key dimensions of consumer behaviour.
14. Discuss various models of consumer decision making and describe Howard-Shetu model of consumer decision making.
15. Write a detailed note on celebrity endorsement. Why is Indian consumer much interested to watch celebrities in advertisement?