

| | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|
| Reg. No. | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|

MBA Degree FT (III) & PT (V) Semesters University End Semester Examination- November, 2023

21-371-0326/ 21-372-0526: Consumer Behaviour

(Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

| | |
|-----|---|
| CO1 | Ability to recall the basic concepts and terms related to Consumer behaviour, like motivation, attitude, personality, learning, social influence, new product adoption etc. |
| CO2 | Enable the students to understand comprehensively the concepts delivered at the remembrance level and their relationship to generating consumer insights for marketing decision making process. |
| CO3 | Develop application skills in understanding consumer psychology based on the understanding of the different contents delivered with the help of short cases and application exercises. |
| CO4 | Impart skills to analyse the real-life consumer marketing problems and opportunities encountered by marketing managers, with the help of data and facts relevant to making effective marketing decisions. |
| CO5 | Make the students capable to evaluate the impact of their decisions made in the context of implementation issues related positioning and other strategic marketing and tactical decisions. |
| CO6 | Encourage creativity and breakthrough thinking for generating innovative ideas in the domain of understanding consumer and tracking trends in the changing nature of consumer behaviour. |

BL – Bloom's Taxonomy: (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

| Q. Nos. | Questions | Marks | BL | CO |
|---------|--|-------|----|----|
| 1 | "It has become important for marketers to understand the psyche of the consumer." Comment | 2 | 2 | 2 |
| 2 | State the difference between hedonic and psychological needs. | 2 | 2 | 1 |
| 3 | Mention two examples of how personality traits can influence consumer research. | 2 | 1 | 1 |
| 4 | Why is it important for a marketer to study cross-cultural differences? Support your answer with examples. | 2 | 2 | 2 |
| 5 | Outline the nature of family decision-making. | 2 | 2 | 2 |

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

| Q. Nos. | Questions | Marks | BL | CO |
|---------|---|-------|----|----|
| 6 | Write a short note on consumers' post-purchase disposal behaviour. | 4 | 2 | 2 |
| 7 | "Consumers just don't buy products or services. Instead, they buy motive satisfaction or problem solutions". Comment. | 4 | 4 | 4 |

| | | | | |
|----|---|---|---|---|
| 8 | Suppose you are going to buy a new motorbike. What are the dilemmas that you might be facing while making the purchase decision? | 4 | 3 | 3 |
| 9 | Mention two examples each of classical conditioning and instrumental conditioning used in advertising. | 4 | 2 | 2 |
| 10 | "Most advertising for well-known brands attempt to maintain and reinforce positive attitudes". Comment. | 4 | 5 | 5 |
| 11 | Explain the pros and cons of using celebrity endorsers to exert informational influence on consumers. | 4 | 2 | 2 |
| 12 | Describe any one advertisement of any brand of car that you have recently seen. Examine the appeal used in that ad and discuss how it will influence the attitudes of the consumer? | 4 | 4 | 4 |

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

| Q. Nos. | Questions | Marks | BL | CO |
|---------|---|-------|----|----|
| 13 | About 20 years ago, the ready-made clothes market in India was limited to a few companies offering men's shirts and trousers in a few instances. But today a large number of national and international brands have made available a huge range of ready-made apparels for all age segments and socio-economic class segments. You, as a consumer researcher, are required to identify some key variables of individual determinants and external environment responsible for this change. Justify your points. | 10 | 4 | 4 |
| 14 | You are the marketing manager of a new fast food restaurant chain that has recently started its operations in India. The USP of the restaurant is that it offers lip smacking yet hygienic food. Using Elaboration Likelihood Model as a reference, how will you attempt to change the attitudes of the Indian consumers who have strong favourable attitudes towards already established players like McDonalds and KFC? | 10 | 6 | 6 |
| 15 | Explain the inputs, constructs and outputs of the Howard-Sheth Model of Consumer Behaviour with the help of a diagram. | 10 | 5 | 5 |

(2x10=20 marks)
