END TERM EXAMINATION
THIRD SEMESTER [MBA] DECEMBER 2011

Paper Code: MS 209/MS 209 Subject: Consumer Behaviour

Maximum Marks: 60

Time: 3 Hours

Note: Attempt any five questions including Q. No. 1 is compulsory.

Q1. Explain any four of the following: (3x4=12)
   (a) Situations triggering problem recognition amongst consumers.
   (b) Need to study post-purchase consumption behaviour.
   (c) Tri Component Attitude Model and its relevance for marketers.
   (d) "Consumers use products to enhance their self-images".
   (e) Family influence on consumer socialization of children.
   (f) Factors affecting extent of reference group influence on consumer behaviour.

Q2. “An understanding of consumer behaviour underlies all marketing activity and is necessary for organizations to be profitable”. Elaborate. (12)

Q3. (a) What factors are likely to influence the extent of pre-purchase information search? What role does perceived risk play in this? (6)
   (b) Explain the various types of rules that consumers may use for alternative evaluation and selection. Use a suitable example to illustrate your answer. (6)

Q4. Explain the applications of the principles of classical and instrumental conditioning to marketing. (12)

Q5. (a) What factors determine which marketing stimuli consumers will pay attention to? (6)
   (b) Explain how marketers can link their products to consumer values using the means-end chain. Use suitable examples. (6)

Q6. Explain how culture acts as an “invisible hand” that guides consumption related attitudes, values and behaviour. (12)

Q7. (a) Explain how social-class membership affects consumer behaviour. (6)
   (b) Describe the various consumer adopter categories with regard to the diffusion of a new product. (6)

Q8. Describe the advantages of qualitative research and the major types of qualitative techniques for researching consumer behaviour. (12)

Q9. Write short notes on any two: (6x2=12)
   (a) Perceptual Organization
   (b) Engel-Blackwell- Minard Model
   (c) Online Consumer Behaviour