END TERM EXAMINATION
THIRD SEMESTER [MBA] DECEMBER - 2012
Paper Code: MS 209/MSP 209 / EMS 569
Subject: Consumer Behaviour
Time : 3 Hours
Maximum Marks : 60

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

Q1. Attempt any four of the following: (5x4=20)
(a) What factors are likely to increase the pre-purchase search for information?
(b) Distinguish between compensatory and non-compensatory decision rules using an example.
(c) Explain any four defense mechanisms to deal with frustration.
(d) What is meant by psychographic segmentation. Give examples.
(e) Briefly describe the five adopter categories in the diffusion of a new product.
(f) Explain the advantages of using focus groups for conducting consumer behavior research.

Q2. Describe the scope of consumer behavior as a field of study and explain how it is linked to the development of marketing strategy. (10)

Q3. Explain in detail the consumer decision-making process for a high-involvement product. (10)

Q4. (a) Explain the application of classical conditioning theory to marketing strategy. (5)
(b) Describe the basic principles of perceptual organization and explain their relevance to marketing strategy. (5)

Q5. (a) A marketer of health foods is attempting to segment the market on the basis of consumer self-concept. Describe the various types of self-concept and explain how this knowledge could be used to develop marketing strategy. (5)
(b) Briefly describe any three strategies available to marketers to change consumer attitudes towards their brands. (5)

Q6. “Products and marketing programmes should be adapted to local culture, otherwise they are likely to fail”. Discuss. (10)

Q7. (a) Describe the various types of influence reference groups exert on consumers. (5)
(b) Discuss the role of the family in consumer socialization. (5)

Q8. Write short notes on any two: (5x2=10)
(a) Howard-Sheth Model
(b) Projective Techniques
(c) Factors inhibiting online purchasing
(d) Characteristics of social class

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