

END TERM EXAMINATION

THIRD SEMESTER [MBA] DECEMBER 2011

Paper Code: MS 209/MSP 209/MS509 Subject: Consumer Behaviour

Time : 3 Hours

Maximum Marks : 60

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- Miniard Model
 - (c) Online Consumer Behaviour

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