

19. (a) State the implications of learning in consumer behaviour.

Or

- (b) What is a Consumer Decision? Explain the levels of consumer decision making with proper example.
20. (a) Explain online consumer behaviour, with the help of Technology Acceptance Model.

Or

- (b) Explain consumer decision making process in detail for buying a product of your choice.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Describe the Strategic Brand Management Process.
22. What is the role of understanding Consumer Behavior in the modern marketing environment? Explain in brief.
23. Give a detailed account on Cross cultural consumer analysis.
24. State the factors affecting organizational buying behaviour and clearly differentiate between Organizational buying and individual consumer buying behaviours.
25. Describe personality trait theory. Give four examples of how personality traits can be used in consumer research.

S.No. 9007

P 22 MBA 3 EM 3

(For candidates admitted from 2022-2023 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration – Elective

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 75 marks

PART A — (20 marks)

Answer ALL questions

- I. (A) Choose the correct questions (5 × 1 = 5)
1. This type of consumer buys without much analysis or information
- (a) Shopping as a fun
- (b) Pleasure oriented activity
- (c) Loyalty style of shopping
- (d) Impulsive style
2. The first step of the buying process is recognition of _____ by the customer
- (a) Market
- (b) Need or Problem
- (c) Availability of product or service
- (d) Money or funds to buy

3. When the performance of a product or service exceeds the expectation, the customer is
 - (a) Happy
 - (b) Satisfied
 - (c) Delighted
 - (d) None of the above
4. A person buying milk displays
 - (a) Credence buying behavior
 - (b) Extensive buying behavior
 - (c) Routine buying behavior
 - (d) Selective buying behavior
5. Which of the following shows the high level of involvement?
 - (a) Habitual CDM
 - (b) Limited CDM
 - (c) Nominal CDM
 - (d) Extended CDM
- (B) Fill in the blanks. (5 × 1 = 5)
6. In consumer behavior CDM stands for _____
7. Given that all other factors are constant, the relationship between price and demand is _____ proportional.
8. _____ is the final step in the Consumer Decision Making model
9. _____ oriented style where consumers look for quality in brands when shopping.
10. Soft drinks, ice creams, chocolates and biscuits are products that fall under _____ buy category

- II. Answer ALL questions. (5 × 2 = 10)
11. Discuss in brief the scope of consumer behaviour
 12. What are the factors that affect reference group influence?
 13. Describe the consumer perception process in brief.
 14. State the implications of learning in consumer behaviour.
 15. How does Organisational Buying Behaviour differ from Individual Buying Behaviour?

PART B — (5 × 5 = 25)

Answer ALL questions, Choosing either (a) or (b).

16. (a) Explain the nature and significances of brands.
- Or
- (b) Explain stages in Consumer Buying Decision Making Process.
17. (a) What are the functions of attitude in consumer behaviour?
- Or
- (b) As a product manager, how do you explore out the other markets to increase sales?
18. (a) What are attitudes? Explain tri-component attitude model with proper examples.
- Or
- (b) Define Personality with delineation of the different types.