

S.No. 8950

P 16 MBA 3 EM 1

(For candidates admitted from 2016–2021 Batch)

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

Business Administration — Elective

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. State the meaning of consumer behavior.
2. What is strategic marketing?
3. What is consumer motivation?
4. Define consumer attitude.
5. What is a consumer reference group?
6. What do you mean by cross cultural consumer analysis?
7. What is diffusion of innovation?
8. Define consumer decision making process.

9. What is meant by marketing ethics?
10. Define consumer protection.

PART B — (5 × 5 = 25)

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

11. (a) Elucidate the importance of understanding the consumer behavior by marketers.

Or

- (b) Describe the linkage between market segmentation and consumer behavior.

12. (a) Give a brief account on psychographic consumer perception.

Or

- (b) Explain the role of learning in consumer behavior.

13. (a) How group dynamics impact the consumer decision making process? Explain with examples.

Or

- (b) Explain the influence the social class on consumer behavior.

14. (a) State the characteristics and roles of opinion leaders.

Or

- (b) Outline the various strategies used by marketers to increase the repeat purchase of a product.

15. (a) Describe the concept and importance of societal marketing.

Or

- (b) Briefly explain the rights and responsibilities of consumers.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Give a detailed account on the application of consumer behavior principles to strategic marketing.

17. Explain the different stages of attitude formation in the minds of consumers with an illustration.

18. Discuss the role, importance and functions of families and households on consumer behavior with examples.

19. Illustrate the economic, cognitive and emotional models of consumer behavior with examples.

20. Describe the importance and benefits of consumer movement in India.