

C-6441

Sub. Code

31034 A

M.B.A. DEGREE EXAMINATION, APRIL 2022.

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define consumer.
2. What do you mean by Branding?
3. Briefly explain the attitude of consumer.
4. What do you understand by decision making process?
5. Define cross culture consumer behavior.
6. Define the concept of "symbol" in context of consumer's culture.
7. What is consumer dispute?
8. Define category based decision making.
9. What do you mean by influence of groups?
10. What is instrumental conditioning?

Part B

(5 × 5 = 25)

Answer all questions.

11. (a) Discuss the recent developments in consumer profiling.

Or

- (b) What do you understand by consumer profiling. Explain the various methods of consumer profiling.

12. (a) What is family branding? How brand positioning and re-positioning can shape the consumer behavior?

Or

- (b) Write a short note on :

- (i) Motivation
- (ii) Cues
- (iii) Response
- (iv) Reinforcement

13. (a) Discuss the objectives of applications of theories in consumer behaviour.

Or

- (b) What are the external factors that influence the consumer behavior?

14. (a) What do you understand by consumer decision process? Explain the stages of consumer decision making process.

Or

- (b) Explain the four view of consumer decision making.

15. (a) Discuss the significance of cross culture consumer analysis.

Or

- (b) Explain national, global and rural perspective of consumer behavior.

Part C

(3 × 10 = 30)

Answer all questions.

16. (a) What do you understand by consumer psychology? How it is relevant to generate novel ideas for effective marketing techniques?

Or

- (b) Define the application of theories in consumer behavior. Discuss the significance of traditional and conventional theories in analyzing consumer behavior.

17. (a) Discuss the various models used by marketer to measure consumer attitude.

Or

- (b) Critically evaluate the elements of attitude and perception in consumer behaviour.

18. (a) What are the elements of consumer behaviour decision making process?

Or

- (b) Differentiate between classical conditioning and instrumental conditional. Why classical or instrumental conditioning is crucial for marketing, advertising and branding?