Roll No. ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚   **Total No. of Pages : 02**

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.–3)
CONSUMER BEHAVIOUR
Subject Code : MBA-901
Paper ID : [C1171]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. Highlight criteria for effective targeting.

2. Write an explanatory note on different types of motives.

3. What are the functions of family?

4. *"Attitude of consumers may be changed"*. Justify this statement.

5. Highlight the profile of a consumer innovator.

6. Explain various types of reference groups.

SECTION-B

UNIT-I

7. What is consumer behavior? Why the study of consumer behavior has become important these days?

8. Explain how market segmentation, targeting and positioning are interrelated.

UNIT-II

9. Discuss the trait theory of personality in detail.

10. Explain the behavioral theories of learning. Highlight their applications in the field of consumer behavior.

UNIT-III

11. Explain the term family. How does family affect decision-making of consumers?

12. What is social class? How is it measured? Highlight the impact of social class in the filed of consumer behavior.

UNIT-IV

13. Discuss in detail the Howard-Sheth Model.

14. Define adoption. Describe the adoption process.

SECTION-C

15. **Case Study**

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income groups were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions :

a. Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.

b. What should be the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales?