

# CBCS SCHEME

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MBAMM1301

## Third Semester MBA Degree Examination, Dec.2018/Jan.2019 Consumer Behaviour

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.  
2. Question No. 8 is compulsory.

- |   |   |            |
|---|---|------------|
| 1 | a. Differentiate between Surrogate buyers and purchase aids.  | (02 Marks) |
|   | b. State the views of consumer decision making.   | (06 Marks) |
|   | c. Describe the functions of family and express the roles of family in purchase decisions.                    | (08 Marks) |
| 2 | a. Outline the significance of studying consumer behaviour for marketers.                                     | (02 Marks) |
|   | b. Examine the rights of the consumers.   | (06 Marks) |
|   | c. Explain the steps in consumer research process.  | (08 Marks) |
| 3 | a. Write the application of e – CRM in today's marketing context.   | (02 Marks) |
|   | b. Explain Tri – component – Attitude model, with example.  | (06 Marks) |
|   | c. Describe message structure and presentation to be taken care of by the marketers in designing the message. | (08 Marks) |
| 4 | a. Evaluate the significance of market mavens.  | (02 Marks) |
|   | b. Describe unique characteristics of Indian Consumers.   | (06 Marks) |
|   | c. Elaborate Nicotia model of consumer behaviour by highlighting four fields.                                 | (08 Marks) |
| 5 | a. List the various elements of leading.  | (02 Marks) |
|   | b. Explain diffusion of innovation by identifying the four basic elements of diffusion process.               | (06 Marks) |
|   | c. Discuss the role of 'Opinion leaders' in influencing the purchase behaviour.                               | (08 Marks) |
| 6 | a. What is 'Brand personification'?   | (02 Marks) |
|   | b. Discuss the application of Maslow's hierarchy of needs from the point of view of consumer behaviour.       | (06 Marks) |
|   | c. Illustrate the social class categories in India by identifying the ways to measure social class.           | (08 Marks) |
| 7 | a. What are the types of perceived risks for the consumer?  | (02 Marks) |
|   | b. Discuss the strategies marketing applications of classical conditioning.                                   | (06 Marks) |
|   | c. Explain Freudian theory of personality in influencing consumer's attitude and behaviour.                   | (08 Marks) |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and/or equations written eg. Q.3 = 50, will be treated as malpractice.

# Consumer Behavior Question Paper

**Xiaolong Qi**



**Consumer Behavior Question Paper:**

## Whispering the Strategies of Language: An Emotional Quest through **Consumer Behavior Question Paper**

In a digitally-driven earth where displays reign great and instant communication drowns out the subtleties of language, the profound strategies and psychological subtleties concealed within phrases usually get unheard. However, located within the pages of **Consumer Behavior Question Paper** a charming literary treasure sporting with raw thoughts, lies an exceptional quest waiting to be undertaken. Penned by a skilled wordsmith, this wonderful opus invites readers on an introspective trip, gently unraveling the veiled truths and profound impact resonating within ab muscles fabric of each and every word. Within the emotional depths of this emotional evaluation, we shall embark upon a heartfelt exploration of the book is core subjects, dissect its fascinating publishing model, and yield to the effective resonance it evokes deep within the recesses of readers hearts.

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