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Total No. of Pages : 03

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

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTION-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) Outline interdisciplinary nature of study of consumer behaviour.
- 2) Outline the concept of perception.
- 3) Explain the Herzberg's theory of motivation.
- 4) What do you understand by the term "consumer innovator"? Explain.
- 5) What is diffusion of innovation?
- 6) Outline the cognitive theory of learning.

SECTION-B

UNIT-I

- 7) a) Highlight the importance of studying consumer behavior.
b) What are the various bases of market segmentation?
- 8) Why is it important to undertake research in consumer behaviour? Highlight the process involved in undertaking consumer research in detail.

UNIT-II

- 9) Outline the concept of attitudes. How are attitudes formed? Explain.
- 10) What are the attributes of personality? Explain theories of personality with examples.

UNIT-III

- 11) Outline the features of culture. Describe influence of culture on consumer behaviour.
- 12) a) Describe characteristics of family decision making.
b) Describe influence of reference groups on consumer behaviour, with examples.

UNIT-IV

- 13) a) Describe the process involved in opinion leadership, with examples.
b) Outline the product adoption process through examples.
- 14) Describe the Howard Sheath model of consumer decision making process, by citing illustrations.

SECTION-C

- 15) Read the case **“Purchase of a Microwave Oven”** and answer the questions given in the end (8)

Ramesh Sikand and his family lived in a comfortable two-bedroom flat in a respectable locality in a large city. He was employed with a general insurance company in a supervisory capacity. His wife, Sumita was a teacher in an English medium public school. Both their children, Rachit aged 10 and Sarita aged 8 years were studying in the same school where Sumita was employed.

Just before Diwali in 2002, one Friday evening the family went shopping. Besides clothes for children and few other things, they bought a 27 litre. Excel microwave from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that everyday their mom would give them school tiffin-boxes packed with noodles and other Chinese food.

To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand new microwave. Both her friends observed her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the storage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready. What really took most time was cooking the Chapaties. Sumita said, “How nice and convenient it can be if some portable chappati-preparing gadget was available.”

Ramesh said, “It was my idea to buy a microwave.” Sumita said, “Why? You have forgotten. It was I who two years ago during exam suggested that it would be good if we buy a microwave.” Both of them were trying to take credit for the purpose. Finally, both of them agreed that the idea to buy a microwave was discussed after they attended the dinner at a friend’s place where for the first time they saw a microwave in operation.

One of Sumita's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Sumita and Ramesh spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider." "You know, I came across some scaring information about the safety of microwaves. Now the technology is so advanced that all those scaring tit bits of information are quite baseless." Ramish said, "Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Sumita said, "About schemes, you are right. We too got a set of three bowls to be used for microwave cooking. Besides, we have paid just a thousand rupees and the rest would be paid in fifteen interest free installments. There is an extended warranty of three years, and if we are not satisfied with the machine, we can return it within the first 30 days of purchase, and no questions asked. Our Rs. 1,000 would be refunded in cash."

One of Sumita's friends said, "Recently, one of my relations in Delhi told me her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave."

Ramesh said, "I don't know what to say about your relation's experience. What information we could collect goes quite in favour of this brand. Those who recommended it have had few years use experience without any complaints." Sumita's friend said, "You may be right Bhaisaheb. But one thing we all know is that these are machines and they are not perfect. Excellent cars with unmatched reputations like BMW, Rolls Royce, and Mercedes too, need repairs." She smiled, and said, "Haven't you heard of Murpys's Law. "If a thing can go wrong, it will."

At about 10.30 pm, the friends thanked Sumita and Ramesh, and congratulated them for owing a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe, but it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

Questions :

- a. Discuss whose decision it was to buy a microwave and when was the purchase decision made.
- b. What factors influenced the purchase of the microwave?
- c. What is likely to be the post-purchase behaviour in this case and what is the significance of such behaviour?
- d. What is the significance of post-purchase behaviour for the marketer?