

Roll No.

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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. **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. What are the main components of attitudes? Define them.
- 2 Explain the concept of geodemographic segmentation.
3. Discuss the concepts of self and self-image
4. Discuss the strategic applications of Instrumental Conditioning.
5. How does the family influence the socialization of children? What role does television play in consumer socialization?
6. Distinguish among beliefs, values, and customs.

SECTION-B

UNIT-I

7. Define consumer behaviour. Describe the steps in the consumer research process.
8. What is market segmentation? Who uses market segmentation? What are the bases for segmentation?

UNIT-II

- 9 Define perception. What factors influence perception? What are the barriers to perception?
10. Define Motivation. How can knowledge of motivation theories help marketing managers? Discuss the Maslow's hierarchy of needs theory and Herzberg's theory with examples.

UNIT-III

11. Distinguish between and define social class and social status. Which status-related variable—occupation, education, or income—is the most appropriate segmentation base for :
 - a) expensive vacations
 - b) opera subscriptions
 - c) people magazine subscriptions
 - d) fat-free foods
 - e) personal computers
 - f) pocket-size cellular telephones
 - g) health clubs
12. Discuss the role of reference groups and family on consumer behavior.

UNIT-IV

13. Compare and contrast the economic, passive, cognitive, and emotional models of consumer decision making.
14. Describe the diffusion process. Identify the five characteristics that influence diffusion. Discuss the five stages in the consumer adoption process.

SECTION-C

15. Case Study :

Needs and goals are constantly growing and changing in response to an individual's physical condition, environment, interactions with others, and experiences. As individuals attain their goals, they develop new ones. If they do not attain their goals, they continue to strive for old goals, or they develop substitute goals. Marketers do not create needs, though in some instances they may make consumers more keenly aware of unfelt needs. The fact that many new products take illustrates that marketers often do not recognize or understand consumer needs and that they cannot create a need for products. On the other hand, there are countless examples of products that have succeeded in the marketplace because they fulfill consumer needs. Marketing efforts are generally not designed to change consumer needs but to create or trigger “wants” for products/services that consumers would then purchase to satisfy needs that already exist. Market-oriented companies use consumer research to uncover relevant needs, translate them into “wants” by designing appropriate products and services, and position their offerings as satisfying needs and wants better than competitors' products/services

Questions :

- a) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals?
- b) *“Marketers don't create needs; needs pre-exist marketers.”* Discuss this statement.
- c) Can marketing efforts change consumers' needs? Why or why not?