Roll No.

Total No. of Questions: 10 **Total No. of Pages: 02**

MBA (Sem. 3)
CONSUMER BEHAVIOUR
Subject Code: MBA-901
Paper ID: C1171

Time: 03 Hrs. **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:

1. **Attempt any-FOUR questions from SECTION A . Each question carries FIVE marks.**
2. **There are FOUR subsections in SECTION B. Attempt ONE question from every subsection. Each question carries EIGHT marks.**
3. **SECTION C is COMPULSORY. Analyse the facts given in the following case and answer the given questions & carries EIGHT marks.**

SECTION A

1. Answer briefly:

a) What are the advantages of studying consumer behavior?

b) What is motivation? How does it influence consumer behavior?

c) What are the functions of attitudes?

d) Briefly explain the term subculture and its types?

e) What is opinion leadership? Highlight the profile of an opinion leader.

f) Illustrate cognitive learning theory.

SECTION B

Sub-section - I

2. What is market segmentation? Explain the bases of segmentation?

3. Define consumer research? Discuss the steps in the consumer research process?

Sub-section - II

4. Explain Maslow's hierarchy theory of motivation? Discuss its marketing applications?

5. Describe the multi-attribute attitude model?

Sub-section - III

6. Explain the concept of family life cycle and its implications for marketers?

7. Explain the term reference groups? What is the major types of reference group appeals in common marketing usage?

Sub-section - IV

8. Explain the consumer decision making process in detail with examples?

9. Describe the process of diffusion of innovation?

SECTION C

10. Martin Incorporation was a company carrying on business in cosmetics and perfumes. It was not following the marketing concept and was catering to a target market which was using, its products; In other words, it only concentrated on what it would make, and did not bother about changes in preferences or its target market. If was later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income and social factors only. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions:

i. Do you agree with the assistant and product managers, and why?

ii. What other factors, if any, could have been considered? Elaborate in detail.