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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MBA-901

M.Code : 70739

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. Comparison between differentiated and undifferentiated marketing.
2. Discuss in brief the scope of consumer behaviour.
3. Write a detailed note on "*Imagery in consumer behaviour.*"
4. Discuss briefly the various types of needs.
5. Who are opinion leaders and why do they matter?
6. Discuss the functions of family.

SECTION-B

UNIT-I

7. Explain the concept of research with regard to consumer behaviour? Also explain the scope and application of research in consumer behaviour.

8. *"The importance of knowing and understanding consumer behaviour in modern marketing is vital"*. Elucidate this statement.

UNIT-II

9. Define consumer learning. Explain in detail the behavioural theories of consumer learning.
10. Write detailed notes on :
- a) Elements of perception
 - b) Multi attribute and cognitive dissonance

UNIT-III

11. *"A society can have all of the values it wants, but if it does not have a way to enforce those values, then having values means nothing."* Comment and discuss the affect of values and norms on consumer behaviour.
12. Explain the term *"Social Class"*. Discuss the measurement techniques that give a fair approximation of social class.

UNIT-IV

13. *"Marketers are aware of the power opinion leadership exerts on consumers and they deliberately attempt to stimulate opinion leadership."* Comment on this statement by bringing out the firm's promotional strategy with regard to opinion leadership.
14. Explain in detail the stages involved in the adoption process.

SECTION-C

15. Read the Case study and answer the following questions :

Marketers are now working to harness the new-found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched. One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lesson on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site.

QUESTIONS :

- a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought product and services? How would your answer change if the product in question was detergent or cooking oil?
- b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.