

END TERM EXAMINATION

THIRD SEMESTER [MBA] JANUARY-FEBRUARY 2023

Paper Code: MS 213

Subject:- Consumer Behaviour

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1. Briefly describe the steps in a typical consumer journey map for the purchase of a high involvement product and explain the importance for marketers of understanding these steps. (15)
- Q2. (a) Identify any three current trend in consumer behavior in the Indian context and explain their likely impact on marketing strategies. (7.5)
- (b) Distinguish between compensatory and non-compensatory decision rules using one example of each type to illustrate your answer. (7.5)
- Q3. (a) Distinguish between classical conditioning and instrumental conditioning and explain, using one example each, of how marketers can get consumers to 'learn' about their brands through the two types of conditioning (7.5)
- (b) Describe the tricomponent model of attitude and discuss how it can be used by a marketer to bring about change in consumer attitudes towards a brand which is currently not doing well in the market. (7.5)
- Q4. (a) Suggest a set of specific guidelines on how marketers can improve the attention-getting ability of their advertisements (7.5)
- (b) Explain the elements of personality according to Freud's Psychoanalytic Theory and briefly discuss if this can be of some relevance to marketers. (7.5)
- Q5. Describe the various aspects of culture and discuss the importance of studying the culture of a region prior to developing marketing programmes. Use examples of marketing successes and failures to illustrate your answer. (15)
- Q6. Discuss the importance of reference groups in shaping consumer behavior and describe the various types of influence that reference groups are likely to exert on consumer behavior. (15)
- Q7. Differentiate between qualitative and quantitative consumer research and describe any two types of qualitative research techniques (15)
- Q8. Write short notes on **any two**: (7.5x2=15)
- (a) Diffusion of innovation
- (b) Measuring customer satisfaction
- (c) Relevance of Maslow's Needs Hierarchy for marketers
- (d) Unethical consumer behaviour
