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Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)**CONSUMER BEHAVIOUR****Subject Code : MBA 921-18****M.Code : 76894****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** 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 consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A**Write briefly :**

- 1) Define consumer Behaviour.
- 2) Outline concept of materialistic consumption.
- 3) What do you mean by product personality?
- 4) What is cognitive-dissonance?
- 5) Outline meaning of family life cycle.
- 6) What do you mean by sub-culture?
- 7) Outline the profile of consumer innovators.
- 8) What is meant by diffusion of innovation?

SECTION-B**UNIT-I**

- 9) Highlight scope and importance of consumer behaviour, with illustrations.
- 10) Outline various bases of market segmentation, with illustrations. Highlight purposes of undertaking market segmentation.



UNIT-II

- 11) a) Highlight various motives which drive a customer, with appropriate illustrations.
b) Write a note on consumer perception.
- 12) How are attitudes formed? Outline underlying theories, with illustrations.

UNIT-III

- 13) What are features of reference groups? Elaborate the role of reference groups, with examples.
- 14) Outline characteristics of culture. Highlight influence of culture on consumer behavior, with appropriate illustrations.

UNIT-IV

- 15) Explain Howard Sheath Model of Consumer Behaviour, with examples.
- 16) Highlight concept of opinion leadership and its role in consumer decision making

SECTION-C

- 17) **Read the case study and answer the questions based on it :**

A globally recognized telecommunications company marketing state of the art telecommunications equipment plans to expand its businesses in India. The company is currently in the process of developing a new generation type of mobile phones. However, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out how customers will respond to this concept. The company has hired you as a consultant due to your expertise in the area of consumer behaviour.

Questions :

- a) What are various bases of market segmentation you would propose to segment Indian telecommunication consumer market? Elaborate.
- b) Critically examine the steps you would recommend in the diffusion of innovation of the new telecommunication equipment, with illustrations.

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.