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Total No. of Pages : 02

Total No. of Questions : 15

**MBA (2016 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. Outline need and interdisciplinary nature of consumer behaviour.
2. Explain the concept of geodemographic segmentation.
3. Why are motivations the driving force behind consumer behavior?
4. Describe the generalized profile of opinion leaders.
5. Distinguish among beliefs, values, and customs.
6. Outline decision making process.

**SECTION-B****UNIT-I**

7. Write short notes on following :
  - a. Bases of market segmentation
  - b. Types of research in consumer behaviour
8. Define Consumer Research. Discuss the steps in the consumer research process.

**UNIT-II**

9. What are the three types of reinforcement schedules used by marketers to reward customers? What is the Elaboration Likelihood Model?
10. Define Perception. What factors influence perception? What are the barriers to perception?

**UNIT-III**

11. Discuss the role of reference groups and family on consumer behavior.
12. What is social comparison theory? How does it relate to status consumption? What are the methods of social class measurement? Discuss.

**UNIT-IV**

13. What are the three levels of consumer decision making? Discuss role of opinion leader at each level.
14. Write short notes :
  - a. Adoption process
  - b. Process of opinion leadership

**SECTION-C****15. Case Study :**

Paper Queen is a paper goods company that has recently come out with its own line of Kleenex-like face tissues. In order to promote its new product, Paper Queen has sponsored a Friday Night Tear-Jerker movie series for the month of April on local network television stations. During March, leading up to the movie series, Paper Queen advertised the upcoming event during the same time slot on a number of competing television stations in an effort to expose even channel surfers to its advertising. After the promotions started, Paper Queen measured the success of its advertising campaign based on the number of boxes of tissues it sold.

***Question :***

- a. Discuss the firm's promotional strategy.
- b. Discuss the use of strategy of road blocking by the company. Can the company use precision targeting or zapping to reach its customers?
- c. What is the strategy by which the company is measuring its promotional strategy effectiveness? Is it the right indicator? Why or why not?

**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.**