

R17

Code No: 743AN

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, December - 2018

CONSUMER BEHAVIOR

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) "Consumer Behavior is a multi- disciplinary science". Critically analyze the statement. [5]
b) Write about some of the culture factors influencing consumer behavior. [5]
c) What are positive and negative motivations? Discuss with examples. [5]
d) Discuss the stages of problem recognition. [5]
e) Write about evolution of consumerism. [5]

PART - B**5 × 10 Marks = 50**

2. Discuss the nature of consumer behavior and explain its significance in current market conditions. [10]
OR
3. What is consumer behavior? Why is it important for a marketing manager to study consumer behavior? [10]
4. Why, when one enters foreign markets, marketers need to conduct some form of cross-cultural consumer analysis? Also discuss some basic research issues in cross-cultural analysis. [10]
OR
5.a) Define self-perception, price perception and benefits perception.
b) "An individual's immediate family members play an essential role in influencing his/her buying behavior." To what extent you agree with this statement. [5+5]
6.a) Consumer attitudes are a composite of a consumer's beliefs, feelings, and behavioral intentions. Comment.
b) What is trait theory? Explain with example. [5+5]
OR
7. Discuss passive model and emotional model of consumer decision making. [10]
8.a) What is purchasing process. Explain with example?
b) Explain consumer decision rules. [5+5]
OR
9.a) How does market research help to recognize the consumer decision making behavior?
b) How pre purchase and post purchase activities are analyzed? [5+5]

10. Write short notes on:

- a) Consumerism
- b) Consumer safety

[5+5]

OR

11.a) Outline some of the marketing ethics to be followed for consumers.

- b) Discuss in brief about consumer responsibilities.

[5+5]

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