Code No: 743AN

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, December - 2019
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) Define consumer behavior and discuss the need for consumer behaviour.   [5]
  b) Discuss major subcultures in brief.   [5]
  c) List out the various elements of learning.   [5]
  d) What is meant by diffusion of innovation?   [5]
  e) What is the importance of consumerism?   [5]

PART - B   5 × 10 Marks = 50

2.   Explain how market segmentation using the VALS model can help the marketers of fashionable garments products in Indian urban areas.   [10]
OR
3.   What are perceptual maps, and how are they in positioning brands within the same product category? Illustrate your answer with examples.   [10]

4.   Define social class. Explain various classifications of social class with appropriate example.   [10]
OR
5.   Distinguish between Neo-Freudian personality theory and Trait theory and summarize their importance to understand consumer behaviour.   [10]

6.   Compare and contrast the "need hierarchy theory of motivation" with Herzberg's theory of motivation.   [10]
OR
7.   What do you mean by consumer learning? Discuss the four elements of consumer learning in detail.   [10]

8.   What are the possible outcomes of post-purchase behaviour? How does the feedback help the marketer to improve the customer satisfaction?   [10]
OR
9.   Discuss the following terms with examples:
     a) Evoked Set (Consideration Set)
     b) Cognitive dissonance   [5+5]

10. Discuss the important government initiatives in India to protect the interests of consumers. [10]

OR

11. Identify and discuss the ethical issues that could impact the marketing strategy. What steps should be taken to handle these issues? [10]

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