

Code No: 743AN

R17**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, April/May-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. Write a short note on the following:

- a) Customer loyalty ladder [5]
- b) Buying Centre [5]
- c) Types of motives [5]
- d) Opinion leadership [5]
- e) Lifestyle Marketing [5]

PART - B**5 × 10 Marks = 50**

2. What is consumer behavior? Why is it important for a marketing manager to study consumer behavior? Explain its importance for a company selling insurance products? [10]

OR

3. Explain segmentation, targeting and positioning (STP). Why should marketers be concerned about STP while introducing a new product in the market? Explain with a suitable example. [10]

4. What factors influence consumption pattern of consumers for following products:-

- a) Smartphone
- b) Refrigerator
- c) Designer shirts
- d) Online fooding apps like Swiggy [10]

OR

5. Which of the stages of the family life cycle would constitute the most lucrative Segment / segments for the following products and services?

- a) Domino's pizza
 - b) i-phone
 - c) Mutual funds
 - d) De Beers Jewellery
- Justify your answer. [10]

6. Define personality and self-concept? How does it affect a consumer buying behaviour? Explain it by citing a suitable example? [10]

OR

7. Which theory of learning – classical conditioning, operant conditioning or cognitive learning best explains the following consumption behavior? Give reasons for your answer in each case.

- a) Buying a laptop for the first time.
- b) Switching one brand of edible oil to another.
- c) Preferring to buy your apparels from the same brand outlet [10]

8. Mr. X is planning to buy a new car and wants to get rid of his existing bike. Explain the buying process using information processing model. [10]
- OR**
9. What are the factors which influence a Consumer's Decision-making Process? Explain the decision making process for buying a consumer –durable item. [10]
10. Define 'Consumerism' and explain it? Explain the role of marketing ethics in connection with consumerism. [10]
- OR**
11. Explain Customer Relationship marketing. Elaborate the various strategies relevant in CRM. [10]

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