

R15

Code No: 723AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, January-2018
CONSUMER BEHAVIOUR**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) What are the disciplines from which the subject consumer behavior is drawn. Explain briefly. [5]
- b) How would you apply the concepts of id, ego and superego to explain some of the buyer behavior? [5]
- c) What is just noticeable difference (jnd)? Explain its relevance in marketing. [5]
- d) What is impulse purchase? How does stores atmospherics enhance impulse purchase behavior? [5]
- e) What is the role of consumer protection act in bringing about awareness of consumer's rights in India? [5]

PART - B**5 × 10 marks = 50**

- 2.a) What is lifestyle segmentation of market? How does it differ from social class segmentation?
- b) What are the benefits of branding to buyer and seller? [5+5]

OR

- 3.a) Is there any difference in the terms 'consumer' and 'customer' in the literature of consumer behavior? If so, what are they?
- b) What are the differences between product positioning and product differentiation? [5+5]

- 4.a) What is aspiration reference group? How does it influence one's behavior?
- b) What are the products whose consumption is heavily influenced by one's culture? Give examples. [5+5]

OR

- 5.a) What do you understand by cross culture? What is the effect of cross culture on Indian consumer behavior?
- b) How do you formulate marketing strategy based on stages of household life cycle? [5+5]

- 6.a) What do you understand by cognitive learning? How does it differ from conditioning theory approach to learning?
- b) What are the functions of attitudes? [5+5]

OR

- 7.a) What is value expressive appeal? What is utilitarian appeal? Give examples.
- b) Give examples of marketing communication strategies meant to enable easy information processing by the consumers. [5+5]

8. Compare and contrast the economic, passive, cognitive and emotional models of consumer decision making. [10]

OR

- 9.a) What are the criteria by consumers in evaluating brands? Illustrate your answer with examples.
b) What is cognitive dissonance in post purchase behavior? [6+4]
- 10.a) Critically evaluate the consumerism in terms of its benefits for the society
b) Is there a need for stricter marketing ethics? Bring out justification for your answer. [6+4]

OR

11. Should advertisement of products and companies be regulated by external agencies? What are the issues involved and the implication of having externally imposed regulation? [10]

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