

Code No: 723AD

R15**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December-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 is the importance of marketing research in studying consumer behaviour? [5]
- b) What are the subcultures of Indian culture? [5]
- c) Explain the relevance of 'effective learning' to consumer behaviour. [5]
- d) What is the effect of 'low involvement' on purchase decision process? Provide examples. [5]
- e) Evaluate the role of consumer protection act in providing consumer safety in India.[5]

PART - B**5 × 10 Marks = 50**

- 2.a) What is unsegmented marketing? Illustrate a few examples of unsegmented marketing.
- b) Highlight some of the distinguishing aspects of Indian rural consumer behaviour. [5+5]

OR

- 3.a) What is market targeting? What are its imperatives?
- b) While marketing management is learnt from the perspective of marketers, the consumer behaviour is study from the consumer's perspective. Comment on the statement. [5+5]

- 4.a) Explain the role of family members in purchase process.
- b) What is reference group? Bring out its influence in purchase decisions. [5+5]

OR

- 5.a) What are the determinants of social class?
- b) What are the characteristics of Social group? [5+5]

- 6.a) Distinguish between Utilitarian and Hedonic expressions of motives.
- b) What is instrumental conditioning? What is its relevance to consumer behaviour? [5+5]

OR

- 7.a) What is just noticeable difference (JND)? What is its application in marketing?
- b) Explain the process of incongruity resolution. [5+5]

- 8.a) What are the types of problem recognition?
- b) Explain some of the non- compensatory Decision rules of evaluation. [5+5]

OR

- 9.a) How do consumers reduce post purchase dissonance?
- b) Why should the marketers be concerned with post purchase behaviour? [5+5]

10. What are the circumstances leading to the grant of legal status to consumer rights? What are those rights? What are the legal remedies available for consumers in India to enforce their rights? [10]

OR

11. Define consumerism. Trace its growth in the Indian context. Discuss the pros and cons of consumerism. [10]

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