

**R15**

Code No: 723AD

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, June/July-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) 'Every consumer is unique, and any study that concentrates on the "rational" consumer is meaningless'. Comment on this statement. [5]
- b) What is a subculture? [5]
- c) Briefly explain about the five stages of traditional family life cycle. [5]
- d) What personal and social motives seem to be relevant in our consumer's shopping activities? [5]
- e) What are the various forms of redressal to consumer issues? [5]

**PART - B****5 × 10 Marks = 50**

- 2.a) How is lifestyle segmentation useful in developing promotion campaigns?
  - b) What products might effectively segment their market on the basis of education? Occupation? Income? [5+5]
- OR**
- 3.a) Relate one of your experiences where post-purchase outcomes significantly influenced your future purchase behavior.
  - b) What are the benefits of market segmentation? [5+5]
4. What is a reference group? Name two reference groups that are important to you. In what way do they influence your consumer behavior? [10]
- OR**
- 5.a) Discuss the significance of the family in consumer behavior.
  - b) Discuss the role of children in family decision making. [5+5]
- 6.a) Describe the nature of personal influence. Why is it important to the marketer?
  - b) Who are marketing opinion leaders? How do they differ from those they influence? [10]
- OR**
7. Of what relevance is the personality concept to understanding consumer behavior? [10]
- 8.a) How do consumers reduce cognitive dissonance?
  - b) How can marketers reinforce buyers after the purchase? [5+5]
- OR**
- 9.a) Why should the marketer be concerned with post-purchase behavior?
  - b) What is post-purchase dissonance, and what conditions lead to it? [5+5]

- 10.a) What is meant by the term “consumerism”?  
b) Which of the consumer’s rights are of most concern to you? Why? [5+5]

**OR**

- 11.a) Why is it important for an organization to be responsive to consumers?  
b) Why marketing ethics towards consumers so important to create loyal customers? [5+5]

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