

**R15****Code No: 723AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****CONSUMER BEHAVIOUR****Time: 3 hours****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. Explain the following briefly:

- a) Consumer Behaviour [5]
- b) Cross Cultural Consumer Behaviour [5]
- c) Consumer Motivation [5]
- d) Cognitive Dissonance [5]
- e) Consumerism [5]

PART - B**5 × 10 Marks = 50**

2. "The Study of Consumer Behaviour is the key determinant for segmenting and targeting markets". Comment, discussing the role played by Consumer Behaviour in the segmenting and targeting of markets, and the rationale behind the use of Consumer Behavior. [10]

OR

3. "Profile of Rural Consumers and their Consumer Behaviour has always been a complex entity for marketers". Comment, giving the profile Rural Consumers and discuss their Consumer Behaviour. [10]

4. "Consumer Behaviour is influenced by a lot of cultural and sub-cultural factors". Comment giving the role and influence of these factors on consumer behaviour. Also discuss Cross cultural variations in consumer behaviour. [10]

OR

5. "Consumer Behaviour is influenced by a lot of social factors". Comment giving the role and influence of these social factors on consumer behaviour. [10]

6. "Attitude and personality have a strong influence on an individual's consumer behaviour". Comment giving how one can make the best use of these factors in influencing the consumer towards your product. [10]

OR

7. "Perception and Learning have a strong influence on an individual's consumer behaviour". Comment discussing the influence of perception and learning on consumer behaviour. [10]



8. "Consumer Decision making process is a complex one to decipher and understand"-
Comment, giving some of the factors that influence the consumer decision making
process. [10]

OR

9. "Lot of models exist for understanding consumer decision making, yet the complex
consumer behaviour is not deciphered" Comment, giving some of the prominent
models of Consumer Decision making. Give their relative merits and de-merits. [10]

10. "Consumer well-being and protection is an essential component of Consumerism".
Comment, discussing the roots of Consumerism and how the consumer rights are
protected. [10]

OR

11. "A lot has been done in India for maintaining Ethics and Protection of Consumers, yet
much more needs to be done". Comment, discussing the mechanism for ensuring
ethics and consumer protection in India. Also, suggest some innovative measures for
ensuring the same. [10]

--ooOoo--