

<b>R15</b>
------------

**Code No: 723AD**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA III Semester Examinations, April/May-2019**
**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 do you understand by the term 'product positioning'? What is USP? [5]
- b) How are different members of the household involved with different stages of decision process in purchases? [5]
- c) What is meant by subliminal perception? [5]
- d) What is post purchase dissonance? How does a consumer reduce it? [5]
- e) What are the rights of the consumers? [5]

**PART - B**
**5 × 10 marks = 50**

- 2.a) What is the importance of understanding consumer behavior?
- b) How would you describe the behavior of Indian Rural consumers? [5+5]

**OR**

- 3.a) What is behavioral segmentation? Explain with examples.
- b) What are the problems in marketing an un-segmented market? [6+4]

- 4.a) What are the variables influencing stratification of society into classes in the Indian context? Explain the significance of each of the variables.
- b) What are the various stages of family life cycle? What is its relevance to consumer behavior? [5+5]

**OR**

- 5.a) What is culture? Explain briefly.
- b) What is a group? What is reference group? [5+5]

- 6.a) What is perceptual mapping?
- b) How would you apply Maslow's need hierarchy to develop marketing strategy for the following products?  
i) Colgate toothpaste  
ii) Business class travel in Air India. [5+5]

**OR**

- 7.a) What is multi- attribute attitude model?
- b) What is elaboration likelihood model? [5+5]



8. What are innovation adopter categories? What is its relevance to marketing strategy? [10]
- OR**
- 9.a) How do product characteristics influence consumer information search effort?  
b) What are evaluative criteria and on what characteristics do they vary? [5+5]
10. What do you understand by consumerism? Trace the history of consumer movement. What are its pros and cons? [10]
- OR**
- 11.a) Discuss the ethical aspects of advertising.  
b) What is the role of consumer's court in enforcing the rights of the consumers? [5+5]

--ooOoo--

