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PJ – 684

III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 3.4.2 : Consumer Behaviour

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : **(5×5=25)**

1. How does consumer behaviour study is multi-disciplinary in nature ?
2. What is the practical implication of "Absolute perceptual threshold" in marketing decision ?
3. Explain, how consumer motivation is a determinant of buying behaviour.
4. What are the determinants of consumer involvement in a buying situation ?
5. How do companies manage cognitive dissonance of their customer ?
6. What are the merits and demerits of Consumer Movement in India ?
7. What are the different roles played in organisational buying decision process ?

SECTION – B

Answer **any three** of the following questions : **(3×10=30)**

8. According to classical conditioning, how consumer behaviour is perceived ? Explain with example.
9. Discuss, how a marketer can use the consumer decision process in formulating marketing communication.
10. Explain with example, family life cycle influence on buying behaviour in consumer market.
11. Explain, how diffusion of innovation take place ? Explain how the environmental factors influence on diffusion process.

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SECTION – C
(Compulsory)

12. Read the case and answer the questions : 15

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialise, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions :

1) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales ?
2) Who others could influence the purchase decisions in a family, in relevance with above case ?
3) Do you feel that group interaction helps the buyer too, in his decision-making process ? Elaborate.

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