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Register Number :

6882

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(MARKETING MANAGEMENT)

(SECOND YEAR)

230 — CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

1. (a) Enumerate the determinants of Consumer Behaviour.
- (b) Define Buying Motive
- (c) What is Attitude?
- (d) Summarise Social Classification in Consumer Behaviour.
- (e) Who is an Opinion Leader?
- (f) Outline the concept of Life style positioning.
- (g) Catalogue the social classifications of Consumer Behaviour.
- (h) Record the reasons for repeat purchase.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

2. Define “Buyer behaviour” and its applications on Strategic marketing
3. Define the “New Product Development “and explain the process.
4. Elucidate the characteristics of Organisational Buying Behaviour.
5. Distinguish between beliefs values and customs Explain the influence of customs on clothing of a person at different occasions.
6. Elucidate the motivation behind Opinion Leadership.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

7. “The attitude towards a brand can be changed “- Evaluate the statement and substantiate your views.
8. Elucidate on Consumer Decision Models. Illustrate the “Family Model” in the purchase of a Computer for a middle class family.
9. What is “Dissonance”? Explain the implication of Dissonance in Post purchase Behaviour with a suitable illustration of your choice.

SECTION D**Compulsory questions****(1 × 15 = 15)**

10. “Despite many laws justice to customer is still far a cry in India”-Comment on the statement and evaluate your perceptions with appropriate illustrations.
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