

Code No: MB1347/R13

MBA IV Semester Regular/ Supplementary Examinations, April-2017

CONSUMER BEHAVIOR

Time: 3 Hours

Max. Marks: 60

Answer Any FIVE Questions, All Questions Carry Equal Marks

Question No. 8 is Compulsory

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| 1. a | What is meant by Consumer Behaviour? Explain the need for studying Consumer Behaviour | 6 |
| b | What is Market Segmentation? Explain the relationship between Demographic Characteristics and Market Segmentation. | 6 |
| 2. a | What are different Models of Buyer Behaviour? Explain the salient features of Webster and Wind Model of Buyer Behaviour. | 6 |
| b | What are the Psychological Foundations of Consumer Behavior?. Explain the various roles motives play in influencing the Consumer Behaviour | 6 |
| 3. a | What is Information Processing? Explain various activities that comprise the Information Processing Function? | 6 |
| b | What is Learning?. Explain the importance of Learning in understanding the Consumer Behaviour. | 6 |
| 4. a | What is Culture? Explain Cross Cultural understanding of Consumer Behaviour | 6 |
| b | What is Social Stratification?. Explain the role of Social Class on Segmenting Markets | 6 |
| 5. a | What is Innovation? Explain the process of Adoption and Diffusion of Innovation | 6 |
| b | Why do people Shop? Explain the salient features of Pre- Purchase Process | 6 |
| 6. a | What is Consumerism? Explain the roots of Consumerism. | 6 |
| b | What is Consumer Privacy? Explain the Legislative Responses to Consumerism. | 6 |
| 7. a | Explain the functions of Central Consumer Protection Council and State Consumer Protection Councils | 6 |
| b | What is Consumer Dispute? Explain the various Consumer Disputes Redressal Forums | 6 |

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8. a A Commercial from Volvo, which aired in 2016, depicted a Volvo Turbo Sports 6 wagon accelerating faster than a BMW in a 0 to 60 mph performance test. Suspecting that the ad was based on questionable testing procedures, BMW accused Volvo of deceptive advertising. In fact, Volvo admitted to authorities that it had hired a free lance auto journalist to conduct the acclaimed test instead of employing an independent research laboratory.
- In your opinion, with whom does the responsibility for monitoring the integrity of such business practice rest?
- Should it be the Corporations themselves, competitors in the industry, the Government or consumer groups?
- b A few years ago, Maza company, a producer of canned and fresh fruits and 6 vegetables, developed a process that successfully maintained the fresh taste of pineapple juice when the product was packaged in cans. In taste tests, however, the juice did not appeal to subjects, Respondents indicated that they preferred the taste of juice canned by the traditional methods.

Discuss reasons why subjects in taste tests may have reacted in manner that in effect, rejects a superior product.
