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Total No. of Pages : 02

Total No. of Questions : 06

PIT MBA (Sem.-3)
CONSUMER BEHAVIOUR
Subject Code : MBA-311
Paper ID : [51201]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTIONS-B** consists of **FOUR** questions each carrying **TEN** marks each and student has to attempt **ALL** questions.
3. **SECTION-C** is consist of **ONE** Case Study carrying **EIGHT** marks.
4. **All Questions are Compulsory.**

SECTION-A**1. Write short notes on :**

- a) *"Is self-image same as the self-concept?"* Comment.
- b) Explain in brief the types of consumer needs.
- c) Power of reference groups.
- d) Discuss the concept of attitude.
- e) How is sub culture different from culture?
- f) Explain the term opinion leadership.

SECTION-B

2. Explain in detail the nature, scope and importance of consumer behaviour.
3. *"Perception is a subjective process; therefore, different people may perceive the same environment differently."* Comment and discuss the perceptual process.

4. How are attitudes formed? Also discuss how attitudes can be measured?
5. Explain in detail the Nicosia and the Howard Sheth model of consumer behaviour.

SECTION-C

6. Case study :

Many marketers think that marketing to Saudi Arabian women is a very difficult task. Women in Saudi remain behind the purdah and it is difficult to talk to them. Saudi Arabia is one of the largest markets in west Asia and is a homogenous society. There exists a wrong notion among some marketers that Saudi women are passive consumers. Many Saudi women are often highly educated. About 3,80,000 women work in Saudi Arabia and the number of female students in the colleges is set to rise about 1,75,000 in the next two years. Most women work in the traditional fields of health and education. Some are even employed in retailing, designing, publishing and manufacturing.

They are exploring ways to sell products to Saudi women since Saudi Arabia is considered a young market. Shopping malls are an utter flop as women find these out-of-town malls inconvenient. MNCs have realized that Saudi women are brand conscious and make the buying decision for household items. MNCs have been searching intensively for women who can act as intermediaries between the company and the clients and those who have links with colleges, women groups, etc. Marketers should now stop underestimating the sophistication of Saudi women as consumers. It is time they recognized that they are the emerging economic force. A woman emerging out of a car fully covered by the purdah, may hold a degree in finance or law or medicine and so on, and she may be a potential consumer given her educational background and culture.

Questions :

- a) List out the differences between Consumer Behaviour of Women in a closed culture (as described by this case) in Saudi Arabia and in an open culture (say, in Western Europe).
- b) Highlight the cultural implications for a Woman consumer and also for a marketer in the given context.