

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2014 to 2017) (Sem.-3)

CONSUMER BEHAVIOUR

Subject Code : MBA-901

Paper ID : [C1171]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. Outline bases for market segmentation.
2. Why are motivations the driving force behind consumer behavior?
3. What is subliminal perception? How does it affect marketers?
4. What is conformity? Discuss role of reference group in encouraging conformity.
5. How is it possible for marketers to persuade regular cola drinkers to become diet cola drinkers?
6. Describe the generalized profile of opinion leaders.

SECTION-B

UNIT-I

7. Define consumer behavior. Discuss the role of segmentation and targeting in increasing a marketers understanding of the consumer behavior.
8. Discuss in detail the consumer behavior research process. Differentiate between qualitative and quantitative research designs and their applications in consumer research.

UNIT-II

9. Write short notes on following :
- a. Cognitive dissonance b. Consumer imagery

10. What are the three types of reinforcement schedules used by marketers to reward customers? What is the Elaboration Likelihood Model?

UNIT-III

11. What is social comparison theory? How does it relate to status consumption? What are the methods of social class measurement? Talk about one of them in brief.
12. What are the traditional family life cycle stages a family progresses through? Discuss how the family life cycle stages influences an individuals consumer behavior. Give examples.

UNIT-IV

13. What is the marketing significance of rate of adoption? How can a slower rate of adoption be beneficial to the marketer?
14. What are the three levels of consumer decision making? Briefly define each. Explain the economic consumer model. Why is this model considered to be unrealistic?

SECTION-C

15. Case Study :

Mr. Greasy is a national car care chain that specializes in providing routine services like oil changes and safety inspections. It advertises nationally and its stores are recognizable from the road by their gray and yellow color schemes. Mr. Greasy's advertisements emphasize the importance of changing a car's oil regularly in order to prevent costly engine failure. To encourage brand loyalty, Mr. Greasy offers customers reward cards that customers get stamped every time they get an oil change, and can receive the sixth oil change free after the purchase of the first five. Fast Oil, a North Carolina chain that offers the same kind of services, paints its stores black and yellow in an effort to appear like Mr. Greasy stores and benefit from Mr. Greasy's extensive advertising. Thus many customers have developed positive perceptions of Mr. Greasy, note Fast Oil's store color, and mistake Fast Oil stores for Mr. Greasy stores.

Questions :

- a) What is instrumental conditioning? What are different elements of instrumental conditioning? Which elements of instrumental conditioning being used by Mr. Greasy's?
- b) How are the concepts of stimulus generation and positive reinforcement being used at Mr. Greasy's?