

R07

Code No: MA312

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

CONSUMER BEHAVIOR

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

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1. What do you understand by consumer and market segments? Distinguish between consumer analysis and business strategy.
2. Discuss the various stages of Consumer Decision Process and outline their implications to the marketers giving suitable examples
3. Outline the institutional support provided by Consumer Protection Act for redressal of consumer grievances? Outline the steps organizations can proactively take to address the grievances of their consumers.
4. Write short notes on the following
 - a) Process of Evaluation of information for selection of brand and stores in case of new buy
 - b) Information search behavior of consumer for selection of service provider of mobile phone services and its implications for service provider
5. What is memory Organization and function, Discuss their features and Role?
6. How cross cultural and socio-cultural influences the consumer behavior.
7. Write short note on
 - a) Components of communication process
 - b) Designing persuasive communication
8. Discuss various buyer behaviour models and their essence in current business environment by giving examples
