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08MBAMM313

Third Semester MBA Degree Examination, December 2010
Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

Note:1. Answer any FOUR full questions, from Q.No. 1 to 7.
2. Question No. 8 is compulsory.

- 1 a. Define the marketing concept. (03 Marks)
b. How does segmentation, targeting and positioning help the marketers design marketing strategies? (07 Marks)
c. Explain the three levels of consumer decision making. (10 Marks)
- 2 a. What are reference groups? (03 Marks)
b. Define the term "motivation". Explain the two types of needs. (07 Marks)
c. Discuss the various problems in cross – cultural marketing and also the strategies to overcome it in India. (10 Marks)
- 3 a. List the three research approaches, that are frequently used, to examine the culture and also to spot the cultural trends. (03 Marks)
b. What is meant by communication? Explain the five components of a basic communication model. (07 Marks)
c. Define perceived risk. Explain the major types of risks, that consumers perceive and strategies for reducing it, while making a purchase decision. (10 Marks)
- 4 a. What is opinion leadership? (03 Marks)
b. Define social class. Explain the three different approaches for measuring the social class. (07 Marks)
c. What are the possible outcomes of post purchase evaluations? How does feedback help the marketer improve customer satisfaction? (10 Marks)
- 5 a. What is e – CRM? (03 Marks)
b. Describe the dynamics of husband – wife decision making. (07 Marks)
c. Explain the structural models of attitude, with examples. (10 Marks)
- 6 a. Define attitude, in a consumer behaviour context. (03 Marks)
b. What is meant by diffusion of innovations? Explain the four basic elements of the diffusion process. (07 Marks)
c. Explain the ways, in which, Freudian theory is different from the trait theory. (10 Marks)
- 7 a. Define brand personality. Give an example. (03 Marks)
b. What is meant by consumer learning? Explain the four basic elements of learning theories. (07 Marks)
c. Explain with examples, how celebrity and other reference group appeals, are effectively used by advertisers, to communicate with their markets. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8 CASE STUDY :

As a way to enhance the relationship with customers, organizations are beginning to test websites with blogs. Organizations feel that their blogs will give their e – stores more of a personality, and will make customers visit their websites, even when they are not in the mood to shop.

For example, a certain company which manufactures cycles, on its new blog, posts photographs of its employees, organizing cycle rallies to help people stay fit and also for the cause of pollution free environment, by using cycles instead of automobiles. The firm believes that its blog helps “humanize” the company, by showing that, it is a company working towards good causes towards the society. But there can be problems with the company having a blog. Customers, while browsing the website, might get carried away to other websites, since blogs contain links to other articles on the web. Another problem is that, some customers might not like the language used on the blog, or, might not appreciate a scorching review or comment. Blogs let companies interact with customers and understand their requirements better, instead of just being a static website and also lets people share their views.

Questions :

- a. How do you think blogs fit into the diffusion process? (05 Marks)
- b. What role do blogs play in customer relationship marketing? (05 Marks)
- c. What are the advantages and disadvantages of blogs for marketers in the above case? (05 Marks)
- d. Can you suggest some ways websites can be used to build customer relationship? (05 Marks)
