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08MBAMM313

Third Semester MBA Degree Examination, December 2011
Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Define consumer behaviour. (03 Marks)
b. Explain the process of motivation. (07 Marks)
c. Explain the views of consumer decision making. (10 Marks)
- 2 a. What do you mean by a reference group? (03 Marks)
b. What are the elements of perception? (07 Marks)
c. Explain the different rights of consumer. (10 Marks)
- 3 a. Write a short note on societal marketing concept. (03 Marks)
b. What are the different qualitative research methods for data collection? (07 Marks)
c. Explain the different levels of consumer decision making. (10 Marks)
- 4 a. Write a note on CRM. (03 Marks)
b. Explain the different types of subcultures. (07 Marks)
c. Explain McGuire's different psychological motives. (10 Marks)
- 5 a. What are the three interacting systems of personality according to Freud? (03 Marks)
b. Explain the tricomponent attitude model. (07 Marks)
c. Explain the classical conditioning theory. (10 Marks)
- 6 a. What are the elements of learning? (03 Marks)
b. Explain social class categories in India. (07 Marks)
c. Discuss the traditional family life cycle. (10 Marks)
- 7 a. What do you mean by altering the self? (03 Marks)
b. What are the different components of communication? (07 Marks)
c. Explain the different techniques of motivation research. (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.

CASE STUDY (Compulsory)

Cellular telephone providers are now realizing that they have made a mistake. For years, they assumed that many teens and college students could not afford to subscribe to postpaid cellular services, and so they pushed prepaid cellular to this group. Wrong!

The major cellular telephone companies have finally come to understand that members of the younger generation possess three characteristics that marketers want :

They have disposable income.

They have grown up with technology and

They view the cellular phone as their no.1 possession.

Still further, young adults (age 18 to 34) are two or three times more likely to also use services such as e-mail, news and text alert, all of which produce additional revenue for the cellular phone company. Just think of all the photographs that teens take with their cellular phones and of the ring tones that they pay to download.

Questions :

- a. Considering the teenage and college student market segments, what other features can cellular telephone companies offer these groups over the next five to ten years? (05 Marks)
- b. What role will innovators and opinion leaders play in this era of new cell phone enhancements? (05 Marks)
- c. What should be the promotion mix adopted by marketers in this case? (05 Marks)
- d. How will the possession of mobile phone, change the attitude of young teenagers? (05 Marks)

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