

USN

--	--	--	--	--	--	--	--	--	--

14MBAMM301

**Third Semester MBA Degree Examination, Dec.2016/Jan.2017**  
**Consumer Behaviour**

Time: 3 hrs.

Max. Marks:100

**SECTION – A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is meant by customer value? (03 Marks)
- 2 Explain the concept of motivation in aspects of consumer behaviour. (03 Marks)
- 3 What is meant by consumer learning? (03 Marks)
- 4 What is meant by social class? (03 Marks)
- 5 List out the various types of reference groups in consumer behaviour. (03 Marks)
- 6 Explain the benefits of consumerism. (03 Marks)
- 7 What is meant by opinion leadership? (03 Marks)

**SECTION – B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the characteristics of Indian consumers. (07 Marks)
- 2 With neat diagram explain Maslow's Hierarchy of needs theory in detail. (07 Marks)
- 3 What is meant by consumer decision making? Explain the various levels of consumer decision making in detail. (07 Marks)
- 4 Discuss in detail the Pavlorian modes of classical conditioning theory in consumer learning. (07 Marks)
- 5 Define social class. Explain the three different approaches for measuring social class. (07 Marks)
- 6 Explain the different stages of family life cycle with suitable example. (07 Marks)
- 7 Discuss the various stages of consumer adoption process with suitable example. (07 Marks)

**SECTION – C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Discuss the rights and responsibilities of consumers in India. (10 Marks)
- 2 What is meant by consumer research? With neat flow diagram explain the five steps in consumer research process. (10 Marks)
- 3 What are the personality theories present in consumer behaviour? Explain Freudian theory of personality with content to consumer behaviour. (10 Marks)
- 4 What is meant by attitude? Explain Tri-component model of attitude in detail. (10 Marks)
- 5 What is meant by sub-culture? Explain the different types of sub-culture with suitable example. (10 Marks)
- 6 Discuss in detail the various key consumption roles in family decision making process. (10 Marks)
- 7 What is diffusion of innovation? Explain the process of diffusion in extended decision making process. (10 Marks)

**SECTION – D****(Compulsory)****CASE STUDY**

8

Cellular telephone provides are now realizing that they have made a mistake. For years, they assumed that many team and college students could not afford to subscribe to post paid cellular services, and so they pushed prepaid 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 number 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 photography that teen 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 three groups over the next five to ten years?
- b. What role with innovators and opinion leaders play in this era of new cell phone enhancements?
- c. What should be the promotion miss adopted by marketers in thin case?
- d. How will the possession of mobile phones, change the attitude of young teenagers?

(20 Marks)

\* \* \* \* \*