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14MBAMM301

Third Semester MBA Degree Examination, June/July 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 Enculturation and Acculturation? (03 Marks)
- 2 What are Consumer Action groups? (03 Marks)
- 3 What is Consumer Ethno-centrism? (03 Marks)
- 4 What is Sleeper effect? (03 Marks)
- 5 Who are Market Marvens? (03 Marks)
- 6 What is Dogmatism? (03 Marks)
- 7 Who are Surrogate buyers? Give examples. (03 Marks)

SECTION - B

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

- 1 Explain Consumer Research. Differentiate between Positivism and Interpretivism. (07 Marks)
- 2 Briefly explain the Tri – Component model of attitude, with a diagram. (07 Marks)
- 3 What is Perceived risk? What are the risks handled by consumer? (07 Marks)
- 4 What is Social class? How to measure the social class? (07 Marks)
- 5 What is CRM? How is it different from E-CRM? (07 Marks)
- 6 What is reference group appeals? Explain the types of reference group appeals. (07 Marks)
- 7 What is Gifting behaviour? Briefly discuss the types of gifting. (07 Marks)

SECTION - C

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

- 1 Discuss the rights, responsibilities and benefits of consumerism. (10 Marks)
- 2 Explain the NICOSIA model of Consumer Behaviour, with a diagram. (10 Marks)
- 3 What is Cross – Cultural Consumer Analysis? Explain and briefly explain the strategies to overcome cross cultural problems. (10 Marks)
- 4 What is Diffusion process of innovation? What are the different stages in the adoption process? (10 Marks)

- 5 Why is it important to study family life cycle as a strategy for marketing implication. (10 Marks)
- 6 What is meant by Learning? Explain the elements of learning with examples. (10 Marks)
- 7 Describe the nature and characteristics of Indian consumer. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

As a way to enhance the relationship with customer, organizations are beginning to test websites with blogs. Organisations feel that their blogs will give their e – stores more of a personality and will make customer visit websites, even when they are not on the mood to shop. For e.g. A company that manufactures cycles, on its new blog, post photographs to its employees, organizing cycle rallies to help 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 problem with the company having a blog. Customers, while browsing the website, might get carried away to other website, since blogs contain link 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. Blog’s let companies interact with customers and understand their requirements better, instead of just being a static website and also lets peoples share their views.

Questions :

1. How do you think blog fits into diffusion process? (05 Marks)
2. What are the advantages and disadvantages of blogs for marketers in the above case? (05 Marks)
3. What role does blogs play in customer relationship marketing? (05 Marks)
4. Can you suggest some ways websites can be used to build customer relationship? (05 Marks)
