

No. of Printed Pages : 03

Roll No.

CC371

M.B.A. EXAMINATION, May 2019

(Third & Fourth Semester)

(Old Scheme) (Re-appear)

MM04

CONSUMER BEHAVIOUR

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

Unit I

1. A company is introducing a new E-book reader. Suggest segmentation, targeting and positioning strategies for the new product. **14**

(2-20/13) M-CC371

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2. Why is it important to study consumer ethics ? Is it right to advertise prescription medicines directly to consumers ? Why *or* why not ? **14**

Unit II

3. What type of decision process would you expect most consumers to follow in their first purchase of a new product or brand in each of the following areas (i) Chewing gum (ii) Deodorant (iii) smart phone and (iv) Luxury car. **14**
4. Why are consumers' needs and goals constantly changing ? What factors influence the formation of new goals ? **14**

Unit III

5. How does sensory adaptation affect advertising effectiveness ? How can marketers overcome sensory adaptation ?

6. (a) Impulse buying **7**
(b) Personal values. **7**

Unit IV

7. What is the difference between membership groups and symbolic groups ? List one membership group and one symbolic group that influence your purchases. Explain which group influences you more and why ? **14**
8. Discuss the Howard-Sheth model on consumer decision making and is this model relevant for Indian consumers. **14**