

GG709

B. M. S.-M. B. A. Dual Degree EXAMINATION, 2021

(Seventh Semester)

(B Scheme) (Main Only)

BBA-MBA

MBADMM02B

CONSUMER BEHAVIOR

Time : 2½ Hours]

[Maximum Marks : 75

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 *Four* questions in all. All questions carry equal marks.

1. Suppose you are the marketing manager of a company manufacturing kitchen and home appliances. The company is launching its new product—electric roti maker. Describe how an understanding of consumer behavior will help you in developing your segmentation, targeting and positioning strategy.
2. State the difference between a consumer and customer. How do marketers unethically manipulate the consumers ? What are the rights and responsibilities of a consumer in India ?
3. Assume yourself as “Anirudh Pandey” who wants to buy a refrigerator for his home. Enumerate the various steps of purchase process which you will go through before and while purchasing. Also, briefly describe the model of high and low involvement of a consumer in the purchasing process.

4. (a) How do consumers recognize their need for the following product categories :
- (i) Facewash
 - (ii) A new car
 - (iii) Health policy
 - (iv) A fitness club ?
- How can marketers stimulate need recognition for each of these products ?
- (b) Briefly describe the major applications of lifestyle marketing used by present day marketers giving relevant examples.
5. “Consumer perception is the base of their decision making.” Substantiate this statement.
6. What do you understand by progressive learning approach in the context of consumer behavior ? Why is it more critical when marketing to subcultures ? Give examples.
7. Why are reference groups important to the marketers ? What are the different consumer-related reference groups ? Also describe various reference group appeals used by marketers to influence the consumer behavior.
8. What purchase process would occur for a family in the purchase of a water purifier ? Who according to you would play the role of decider, buyer, influence and user ? To what extent would the role change with regard to television ?