

18CC2010

M.B.A. EXAMINATION, 2020

(Third Semester)

(C Scheme) (Re-appear Only)

(MBA)

MM02C

CONSUMER BEHAVIOUR

Time : 3 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 *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Highlight the concept of market segmentation, targeting and positioning. What are the various bases for market segmentation ? Explain it with examples.
2. Discuss the characteristics of Indian consumers. Also discuss the interrelationship between the marketing mix strategies and the consumer behaviour suitable examples.

Unit II

3. Why there is need to study the consumer behaviour ? What are the factors which influence the consumer decision-making process ? Explain with an example.

4. “Post purchase behaviour of consumers is more important for marketing manager than pre-purchase behavior.” Do you agree ? Why ?

Unit III

5. What is the effect of culture and subculture on consumer behavior ? Explain how the social and subculture factors influencing consumer behavior.
6. Write notes on the following :
- (a) Nature and role of motives
 - (b) Motive arousal and self concept.

Unit IV

7. Explain with suitable examples how buying behaviour varies with the stages of family life cycles ? How can different members in household be involved in different stages of family decision process ?
8. Explain the Engel Blackwell and Miniard model, also discuss its applications and limitations in formulation of marketing program.