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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub: Consumer Behaviour (MMM306)

Date: 23/12/2022   **Total marks: 60**   **Time: 10.00 am To 12.30 pm**

SECTION – I

Q. 1.   **Fill in the blanks**   **(5)**

1.   Which of the following is not part of group influence?

   a) Social Class   b) Personality

   c) Reference Group   d) Social Group

2.   Post purchase evaluation means _____

   a) Researching consumers who have   b) Comparing the purchase outcome with
   previously bought the product   previous expectations

   c) Feelings of disappointment   d) Both a) and b)
   following a purchase

3.   In adoption process for new products customer feedback information in the
   _____

   a) Interest stage   b) Awareness stage

   c) Evaluation and trail stage   d) Evaluation stage

4.   The stage of the business buying process where the buyer describers the characteristics and
   quantity of the needed item is called _____

   a) Problem recognition   b) Product specification

   c) General need description   d) Proposal solicitation

5.   Which of the following would be the best illustration of a subculture?

   a) a group of close friends   b) a religion

   c) your university   d) a fraternity or sorority

Q. 2.   **Answer the following (Any Two)**   **(20)**

1.   'Consumer behavior is the actions and decision processes of people who purchase goods
   and services for personal consumption'. Comment on this statement.

2.   Discuss consumer decision making process for expensive products.

3.   Describe the various elements in the process of diffusion.

4.   Define consumer psychographics. Also explain the role of personality in consumer
   behaviour.

Q. 3.   **Write notes on (Any Two)**   **(10)**

1.   Explain Nicosia model of consumer decision making.

2.   Give an account of the profile of opinion leaders.

3.   Explain the influence of children and teenagers on family buying behavior.

SECTION – II

Q. 4.   **(15)**

Case Study

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were. looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions

1)   What should be the role of the marketer in the above case regarding advertisement and promotion?
2)   Who others could influence the purchase decisions in a family, in relevance with the above case?
3)   Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.

Q. 5.   **Answer the following**   **(10)**

a)   Write a detailed note on Behavioral Learning Theories.

OR

b)   Define consumer attitude. Discuss the nature of consumer attitudes.

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