

SANT GADGE BABA AMRAVATI UNIVERSITY , AMRAVATI
H.V.P.M.'s
College of Engineering & Technology, Amravati
MASTER OF BUSINESS ADMINISTRATION (BI-ANNUAL PATTERN)
SEMESTER – III (CBPAS) EXAMINATION OF SUMMER-2020
CONSUMER BEHAVIOUR

Time – One Hour

Max. Marks – 20

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Note:

- 1) Figures to the right indicate marks**
- 2) Each question set carries 10 marks.**
- 3) Solve any two set of questions**

Q 1.

1.1 Define 'Consumer'. Discuss the need for the study of consumer behavior. 2M

1.2 Discuss any three models of consumer behavior of your choice. 2M

1.3 Explain the concept of perception. Describe the role of perception on marketing strategy. 2M

1.4 Discuss various theories of personality and discuss how it influences the behavior of consumer. 2M

1.5 What do you understand by extensive problem solving, limited problem solving and routinised response behaviour ? What kind of decision process can you expect in the following cases and why ? . 2M

- (a) Purchase of a greeting card for a close friend.
- (b) Purchase of an after shave lotion/moisturiser.

Q.2

2.1 Explain with examples the various stages involved in the consumer decision making process with suitable example. 2M

2.2 Throw a light on the legislative responses to consumerism and marketers responses to consumer issues. 2M

2.3 Explain the concept of consumerism in detail. 2M

2.4 Discuss the features consumer protection act 1986. 2M

2.5 Explain the functions of state consumer state protection councils in detail. 2M

3.1 Explain the concept of consumer analysis and business strategy. 2M

3.2 Illustrate how different environments which influences the consumer behavior. 2M

3.3 Explain pre and post purchase processes in detail . 2M

3.4 What are the consumer disputes redressal agencies available s under the consumer protection Act1986? 2M

3.5 Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services? 2M

- (a) Domino's pizza
 - (b) Mobile telephones
 - (c) Mutual funds
- Justify your answer.

Q.4

4.1 Discuss in brief the scope of consumer behaviour. 2M

4.2 Write a detailed note on "Imagery in consumer behaviour." 2M

4.3 Discuss briefly the various types of needs. Write detailed notes on : a) Elements of perception b) Multi attribute and cognitive dissonance. 2M

4.4 Who are opinion leaders and why do they matter? Discuss the functions of family and consumer learning. Explain in detail the behavioural theories of consumer learning. 2M

4.5 Gillette, an established market leader in shaving products, is planning a foray into skin care products for men. How can the company use stimulus generalisation to market these products ? Can instrumental conditioning also be applied in this marketing situation ? How ? 2M