

MMPM-001

Master of Business Administration(MBAOL)

Consumer Behavior

Duration : 3 hours

Maximum marks : 100(Weightage : 70%)

Section A

Answer any Five questions. All questions carry 4 marks each. (5x4=20)

1. Explain Modified Re-buy situations in organizational buying.
2. Why do consumers process only a small amount of the information they receive?
3. What are the major limitations of Maslow's hierarchy of needs theory?
4. Explain the term "consumer motive."
5. Explain the concept of Comparative Reference Groups.
6. Explain Consumer socialisation.
7. How is information processing different from learning?

Section B

Answer any Five questions. All questions carry 10 marks each. (5x10=50)

8. Should marketers work at addressing short-term memory or the long-term memory? How are the two related? Explain with an example.
9. What is meant by consumer attitude? How do you justify the relevance of studying attitudes when they may not accurately predict action? Give an example to illustrate your answer.
10. How "digital self " differ from a consumer's self-concept in the real world? Why is this difference potentially important to marketers?

11. Describe three types of motivational conflicts with an example of each from a contemporary marketing campaign of your choice.
12. Explain the purchase process and its determinants.
13. In view of direct or online marketing, how far is the expensive styling and layout of a store justified in India? Explain.
14. What is meant by choice heuristics? What rules are commonly followed by consumers?

Section C

Answer any Two questions. All question carry 15 marks each.(2x15=30)

15. What is meant by consumer perception? How do you justify the relevance of studying perceptions when they may not accurately reflect reality? Give an example to illustrate your answer.
16. How do consumption patterns change as people move through the stages of the family life cycle? Discuss it by referring to the stage of the family life cycle that your own family is in.
17. How are cultural values relevant to a marketing practitioner? How does subcultural analysis help marketing in the segmentation exercise? Explain with suitable examples.