Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3030** | **Duration :** | **3hrs** |
| **Sub. Name :** | **CONSUMER BEHAVIOR** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Illustrate the fundamental concept of Consumer Behaviour with the present marketing strategy in the context of Indian Buyers. | CO1 | 10 |
| b. | Elucidate with an example the Market Segmentation in the category of Shampoo manufacturing. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Elaborately explain the Involvement of Consumers and their Decision Making Process. | CO2 | 10 |
| b. | Discuss in detail the Howard Sheth model in Decision making process with appropriate examples. | CO2 | 10 |
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| 3. | a. | Enumerate the different Theories involved in Personality in present business context. | CO1 | 10 |
| b. | Explain the Maslow’s theory of hierarchy of needs and its relevance to consumer behavior. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Illustrate in detail the various reference groups influence in buying decision process. | CO2 | 10 |
| b. | “Social Class concept has a high involvement in decision making”. Comment. | CO2 | 10 |
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| 5. | a. | Elaborate the role of culture in consumer buying decisions. | CO3 | 10 |
| b. | Discuss in detail the Modern Trends in Consumer Research with appropriate examples | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | “Is consumer perception, need and motivation are correlated among each other” Comment on this with appropriate example from the Mobile phone services industry . | CO2 | 10 |
| b. | Explain how the principles of the following behavioral theories may be applied in the development of marketing strategies. | CO3 | 10 |
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| 7. | a. | **What is the difference between organizational buying and consumer buying?** | CO2 | 8 |
| b. | Discuss any one theory of consumer learning. | CO3 | 8 |
| c. | **Define Involvement theory?** | CO3 | 4 |
| (OR) | | | | |
| 8. | a. | Explain the concept of Attitude and discuss in detail Attitude formation and change. | CO2 | 10 |
| b. | What are the stages of family life cycle? | CO3 | 5 |
| c. | Who is an opinion leader? | CO3 | 5 |
|  | |  |  |  |
| 9. | | **Compulsory**:  For the year 2007, BMW of North America LLC (BMW LLC), the North American arm of a leading German luxury car manufacturer BMW AG, reported sales of 293,795 BMW branded vehicles. This represented a growth of 7.1 percent compared to 2006. Even in 2006 the BMW branded vehicles had posted a growth of 3 percent compared to 2005. Though the sale of the BMW branded vehicles in North America have been growing at a steady pace, many industry-watchers felt that it was not as big a brand in North America as it is in Europe. With market research data in 2005 suggesting that a very high proportion of people buying luxury cars in the US did not even consider buying BMW, the company attempted to reposition the brand to appeal to the 'creative class' rather than relying on its traditional customer base consisting of 'yuppies'. |  |  |
|  | a. | How do socio-economic factors influence consumer behavior? Use relevant examples to put forward your view. What are the implications for marketers? | CO2 | 10 |
| b. | Do you think BMW’s new strategy in North America will work? Why (not)? | CO3 | 10 |