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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18MS3030** | **Duration :** | **3hrs** |
| **Sub. Name :** | **CONSUMER BEHAVIOUR** | **Max. Marks :** | **100** |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Describe Customer Life Cycle Management. How does it influence Customer relationship in an organization? | CO2 | 20 |
| **(OR)** | | | | |
| 2. |  | What is Sales Force Automation? Why is it important for business? Explain the applications of Sales Force Automation. | CO3 | 20 |
|  |  |  |  |  |
| 3 |  | What are the major factors that help in retaining a customer? Discuss with suitable example. | CO3 | 20 |
| **(OR)** | | | | |
| 4. | a. | Write down the scenario of online shopping process with reference to purchase outcome. | CO1 | 10 |
| b. | Explain the concept of Compensatory and Non Compensatory Evaluation Strategies in the context of any product or service of your choice. | CO1 | 10 |
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| 5. | a. | What types of information are sought by buyers during the search process? How influencial are these sources? | CO2 | 10 |
| b. | Describe in detail the factors influencing consumer decision making process. | CO3 | 10 |
| **(OR)** | | | | |
| 6. | a. | ‘Post purchase behaviour is the reaction of the consumer’. Explain the post purchase consumer decision making process with suitable example. | CO3 | 10 |
| b. | Relate one of your experiences where post purchases outcomes significantly influenced your future purchase behavior. | CO1 | 10 |
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| 7. |  | A marketer in cosmetics industry once remarked : “ In factory we make cosmetics; in drugstore we sell hope”. How does this relate to marketing concept and the need for marketers to understand consumer behavior? | CO3 | 20 |
| **(OR)** | | | | |
| 8. | a. | Illustrate the relationship between consumer beliefs, consumer attitude, consumer intentions towards consumer behavior. | CO3 | 10 |
| b. | Family life cycle concept attempts to explain consumer behavior patterns of individuals as they age, marry, have children and retire. With this context explain the stages involved in Family life cycle and discuss the factors influencing Family decision making. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Metropolitan life is the top insurance company in the market share and consumer awareness in seven Hispanic markets in the United States. The Company discovered Hispanics by accident when it was looking for overseas markets. MET Life was looking for other countries but found a country within a country, called Hispanic America. Comprised of millions of people.  The company’s experience with Hispanic customers changed the way senior management looked at the United States and started them thinking about marketing to different groups. Asian Americans stood as the next undiscovered market. Metropolitan Life already had 300 Asian salespeople, and the company’s top sales officers, in Los Angeles and Houston, were headed by Asians.  Life Insurance sales people expect that about 15% of their customers will let their insurance lapse in an average year. Asian customers have a lapse rate of between 5 and 10 percent. And Asian families routinely save as much as one – fifth of their income. |  |  |
| a. | Based on Metropolitan Life’s success, what general guidelines are suggested for subcultural marketing by other companies? | CO3 | 10 |
| b. | What other influences may be important factors in understanding these markets for insurance purchasing? | CO3 | 10 |