MBSC-3.3 B

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme)
MANAGEMET
(Elective-B) : MARKETING
Consumer Behaviour and Market Research

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

Q1) What do you understand by the term 'Consumer Behaviour'? Explain the purpose of understanding consumer behaviour.

Q2) Explain the personal factors affecting buyer behaviour.

Q3) Discuss the role of personality influencing a buyer behaviour.

Q4) Explain the classical-conditioning theory perceived in consumer behaviour.

Q5) Write a note on types of market research useful in understanding consumer behaviour and explain any one with suitable example.

Q6) How can cultural and cross culture influence consumer behaviour?

Q7) Briefly explain the government initiatives in india to protect consumers.

SECTION - B

Answer any four questions. Each question carries ten marks : [4 × 10 = 40]

Q8) Explain Howard-Sheth Model of Consumer Behaviour.

Q9) Explain the stages of consumer buying behaviour process.

Q10) What are the three types of reinforcement schedules used by marketers to reward customers? What is the Elaboration Likelihood Model?

Q11) Explain the concept diffusion of innovation. How does the product characteristics influence the rate of diffusion.

Q12) Discuss the role of reference group and cultural factors affecting consumer behaviour. Illustrate your answer with examples.

Q13) Compare and contrast traditional buying behaviour with online buying behaviour. Elaborate on changes in shopping behaviour of consumer due to online marketing.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

Ria, a student of second year MBA at a well-known University, is beginning to interview for jobs. For the first interview on campus, Diana had planned to wear blue suit her parents bought her three years ago. But looking at her suit, she realizes that it's not very stylish and that the jacket is beginning to show signs of wear. Wanting to make good first impression during her interviews, she decides to buy a new suit. Ria surfs the internet for tips on dressing for interviews and looks through some catalogues to see the styles being offered. But she decides to go to a retail store so she can try on the suit and have it for her first interview next week. She remembers an ad in the Times of India (newspaper) for women's suits at Show Off. She decides to go to Central Mall close to her apartment and asks her friend Twinkle to come along. Ria values Twinkle's opinion because Twinkle is interested in fashion and has good taste.

Walking through the store, they see some DKNY suits. Ria looks at them briefly and decides they are too expensive for her budget and too trendy. She wants to interview in the banking industry and thinks she needs a more conservative suit. Ria and Twinkle are approached by a salesperson in the Show Off women's department. After asking Ria what type of suit, she wants and her size, the salesperson shows her three suits. Ria asks Twinkle what she thinks about the suits. Twinkle says she felt second suit to be good. Ria, still tries on all the three suits.

When Ria comes out of the dressing room, she is unsure which suit to select, but Twinkle and the salesperson think the second suit is most attractive and the most appropriate for interviewing. Ria is happy with the colour, fit, fabric, and length of the suit but is concerned that it will require dry cleaning and that she is spending more than she had planned. Ria decides to buy the suit after another customer in the store tells her she looks very professional in the suit and Ria gets convinced and decides to buy the same suit. As the salesperson walks with Ria a and Twinkle to the cash register, they pass a display of scarfs. The salesperson stops, picks up a scarf, and shows Ria how well the scarf complements the suit. Ria decides to buy the scarf also.

QUESTION :

From the above case, explain the stages in consumer buying process, explain the role of Twinkle and the salesperson in Ria's shopping behaviour.

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