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<b>Question Paper Code : BS2121</b>
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M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

General Management (Third Semester)

Marketing Management (Fourth Semester)

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term behavior.
2. Identify the various types of needs.
3. Define an industrial consumer.
4. Why are the models adopted to study the consumer behavior?
5. What is meant by personality?
6. Define the term Self Image.
7. What is cross culture?
8. Who is a Family group?
9. Define the term Dissonance.
10. What is innovation?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the model of consumer behavior based on stimulus - response.

Or

- (b) How does the environment impact the marketing decisions?

12. (a) Discuss the characteristics and uses of Howard- Sheth model.

Or

- (b) Discuss the relevance of Engel-Kollat model in study of consumer behavior.
13. (a) Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.

Or

- (b) How is perception measured in consumers? Explain any one method in detail.
14. (a) Discuss the role of socio-cultural dimensions in consumer behavior.

Or

- (b) How does communication affect the consumer behavior?
15. (a) Explain the model of high and low involvement of the consumer in the purchasing process.

Or

- (b) Discuss the post-purchase behavior of a consumer.

PART C — (1 × 15 = 15 marks)

16. (a) Design a mailing questionnaire for surveying the psychological variables involved in purchase decision of individual consumers.

Or

- (b) Frame a questionnaire with open and closed questions for conducting interviews of industrial consumers towards their buying behaviour.

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**Question Paper Code : JK4121**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(From Academic Year - 2015 - New Question Paper Pattern)

Third Semester

General Management

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define 'Consumerism'.
2. Differentiate utilitarianism and hedonism.
3. What is 'Engel's Law' on consumption?
4. What is 'decision tree' in consumer behaviour?
5. What is frugal lifestyle from consumer behaviour points of view?
6. What is 'ideal self' in marketing context?
7. What are 'cross-cultures' and 'sub-cultures'?
8. What are 'reference groups' in consumer behavior?
9. What is 'impulse buying'?
10. What is 'cognitive dissonance' in consumer behavior?



PART B — (5 × 13 = 65 marks)

11. (a) Discuss the various factors influencing consumer behavior.

Or

- (b) Discuss the importance of consumer behavior to marketers.

12. (a) Explain in detail the Howard-Sheth model of consumer behavior.

Or

- (b) What are the differences between the individual buying (B2C) behavior and industrial buying (B2B) behavior?

13. (a) Relate any motivation theory of your choice to consumer behaviour.

Or

- (b) 'Consumer perception is the base for their decision-making'. - Substantiate this statement.

14. (a) Discuss the influence of communication on consumer behaviour.

Or

- (b) How do culture, sub-culture and cross-culture affect consumer behaviour?

15. (a) Discuss the factors influencing the post-purchase behaviour of consumers.

Or

- (b) Discuss the strategies to manage cognitive dissonance of potential consumers.

PART C — (1 × 15 = 15 marks)

16. (a) Evaluate for and against of consumer decision-making through online reviews.

Or

- (b) Based on your own experience and observations, what are the changes the recent demonetization has brought in consumers' behaviour?



[illegible]

Question Paper Code : KJ1121

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

## General Management (Third Semester)

Marketing Management (Fourth Semester)

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Consumer behavior.
2. Write down the steps in consumer purchase decision process.
3. What is the importance of webstar and wind consumer behavior model?
4. In what terms do the industrial and individual consumer behavior differs?
5. Define motivation.
6. Define personality.
7. List down the consumer relevant groups.
8. Define social class.
9. What are the attributes of innovation?
10. Write a short note on Consumer's post-purchase dissonance.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the various dimensions of consumer behavior.

Or

- (b) Discuss the importance of study of consumer behavior in marketing decisions.



12. (a) Explain the Howard-Sheth model of individual choice behavior of consumer.

Or

- (b) Explain the Engel-Kollat model of consumer behavior.

13. (a) Discuss the role of personality in consumer behavior.

Or

- (b) Define attitude. Explain the components of attitude. Explain the factors influencing attitude formation.

14. (a) Define culture. Explain the characteristics of culture. Explain its influence on consumer behavior.

Or

- (b) Discuss the influence of reference group on consumer behavior.

15. (a) Explain the need to analyse post purchase consumer behaviour from a marketer's perspective.

Or

- (b) Explain the online purchase decision process. Discuss the challenges encountered by marketer and consumer.



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**Question Paper Code : S1121**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

General Management (Third Semester)

Marketing Management (Fourth Semester)

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. Define Consumer behaviour.
2. What is Consumer Decision?
3. Differentiate Industrial and Individual consumer.
4. What is Marketing Decisions?
5. What is Perception?
6. Define Motivation.
7. What is Reference Group?
8. What is Communication?
9. What is meant by Pre Purchase behaviour?
10. What is Dissonance?

PART B — ( $5 \times 16 = 80$  marks)

11. (a) What are the dimensions of Consumer Behaviour? Explain.

Or

- (b) Explain the various levels of Consumer Decision Making.



12. (a) Explain in detail the Howard Sheth Model of Consumer Behaviour.

Or

- (b) Enumerate Webster and Wind Consumer Behaviour Models.

13. (a) Describe Personality trait theory. Give five examples of how personality traits can be used in Consumer Research.

Or

- (b) Explain the various elements of Consumer Learning.

14. (a) How important in the study of Consumer Behaviour? How it influence the marketing strategies of an organization?

Or

- (b) Define Communication. What are the barriers of communication? Explain.

15. (a) Elaborate the various factors that influence a customer to decide to buy a car.

Or

- (b) Explain the four basic elements of the diffusion process.
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**Question Paper Code : 80121**

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

General Management (Third Semester)

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Marketing Management (Fourth Semester)

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is self image?
2. What is consumer life style?
3. What is brand perception?
4. Define consumer diversity.
5. What is communication?
6. What is pre-purchase behaviour?
7. What is diffusion of innovation?
8. What is industrial behaviour?
9. What is learning?
10. What is social glass?

PART B — (5 × 16 = 80 marks)

11. (a) State the difference between (i) consumer behaviour and consumption behaviour (ii) consumer behaviour and buyer behaviour.

Or

- (b) Discuss the application of knowledge of consumer behaviour in marketing decisions.



12. (a) Explain webstar and wind consumer behaviour model and its implications on marketing decisions.

Or

- (b) Draw and explain TRA (Theory of Recent Action) model and explain how it is related to consumer behaviour.

13. (a) By using a theory, explain "how consumer's attitudes can lead to behaviour and how behaviours can lead to attitudes".

Or

- (b) Explain the motivational theories of consumer behaviour.

14. (a) Define Culture. What are the most important characteristics of culture that reflects its nature?

Or

- (b) Explain the difference between a general life cycle measure and specific life style measure. Give two examples of each for the research projects involving a soft drink.

15. (a) Explain the influence of personality to buying decisions.

Or

- (b) Write a note on emerging issues in purchase decision process.
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**Question Paper Code : 22123**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Third Semester

General Management

DBA 7002 — CONSUMER BEHAVIOUR

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. What is the significance of consumer behaviour?
2. What are the sources by which a consumer gets information about products?
3. What is the difference between an opinion leader and a product innovator?
4. What do you mean by perception?
5. What is psychographic analysis?
6. What is learning?
7. Who are opinion leaders?
8. What is a cultural value?
9. What do you understand by consumer dissonance?
10. Explain diffusion process.

PART B — ( $5 \times 16 = 80$  marks)

- ✓ 11. (a) Explain how a study of consumer behaviour help arriving at strategic marketing decisions.

Or

- (b) What are the factors influencing consumer behaviour? Explain the dimensions of consumer behaviour.



- ✓ 12. (a) Explain the Howard sheth model of consumer behaviour.

Or

- (b) Enumerate the EKB model in consumer decision making process.

13. (a) Explain how personality and life style influences customer decision making process. With examples.

Or

- (b) What is consumption analysis? Explain.

14. (a) Bring out how culture, sub-culture and cross culture influences consumer buying behaviour.

Or

- (b) Explain various types of reference groups in detail.

15. (a) Marketers used to know the pre and post purchase behaviour of the consumers so that they can increase sales. Enumerate with examples.

Or

- (b) How does the movement of consumers through the stages of the decision process differ in High and Low involvement conditions?
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