

AP-270

M.B.A. (Semester—III) Examination

CONSUMER BEHAVIOUR

Paper—MBA/3203/M

Time—Three Hours]

[Maximum Marks—70

N.B. :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What is 'Industrial Buying' ? How is it different from 'Consumer Buying' ? Explain in detail the factors influencing the industrial buying behaviour.

14

OR

- (b) What is the significance of consumer behaviour modeling ? Explain with a neat sketch 'Howard-Sheth' model of consumer behaviour.

14

SECTION—B

2. (a) "Perceptual selection, perceptual organisation and perceptual Interpretation are the three stages in consumer perception." Discuss.

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(Contd.)

- (b) State the sources of information for following products/services while making a purchase decision. Justify your choices.

- (i) A Luxurious Sports Utility Vehicle (SUV).
- (ii) Choice of a Reputed Engineering Institute for your ward. 7

OR

- (c) 'Absolute threshold and differential threshold values' prove very significant while designing pricing strategies for products. Comment. 7
- (d) State any two products/services for which a marketer might be able to appeal to at least two levels of 'Maslow hierarchy of needs' at the same time. Give reasons. 7
3. (a) Discuss with a neat sketch 'Attitude towards Ad Model' of attitude formation. 7
- (b) State any two marketing situations in which consumers purchase products on 'Impulse'. Also justify your answer by considering factors influencing impulse buying like mood, uniqueness, use, low price etc. 7

OR

- (c) What is the significance of 'Lifestyle' in understanding consumers ? Explain consumer

Manjit Singh was reasonably happy. He had money to buy food and no longer homeless and shared a room with two others.

One day, with his savings he bought a pair of second hand Nike shoes from Flea market. Manjit Singh is not unique among low income consumers especially in large cities, in wanting and buying Nike shoes. Some experts believe that low income consumers too want to own products that other consumers want. It is a well accepted fact that working poor spend major share of income on basic necessities and health care and spend very little on entertainment, security etc. But it is also true that consumer behaviour will always remain an unsolved puzzle.

Questions :

- (i) Analyse the case. 5
- (ii) What does the purchase of a product like Nike mean to Manjit Singh ? 4
- (iii) What does the story say about our society and the impact of marketing on consumer behaviour ? 5

characteristics classification based on Value and Lifestyle (VALS). 7

- (d) As we all are aware that 'Maggi' Noodles are withdrawn from the Indian market due to health hazard related issues. It was a very popular consumable product in food category before ban.

It was observed that large section of Indian population was disappointed due to the government action. If Nestle wish to reintroduce Maggi noodles in Indian market, what attitude change strategies the company should adopt ? Elaborate with justification. 7

4. (a) What is 'Adoption of Innovation' ? Explain the categories of 'Adopters' in the process of diffusion of innovation. 7

- (b) Describe with the help of two situations/examples how various influencing strategies are adopted by spouse for resolving conflicts during family buying decision making. 7

OR

- (c) What is family buying decision making ? Discuss the different roles played by household members in family buying decisions. 7

- (d) State two situations, one in which you played the role of an opinion leader and another in which you seek an advice on product/service from an opinion leader. Indicate your relationship with the persons you interacted. Also brief out on the characteristics of opinion leaders in each situation.

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SECTION—C

5. Manjit Singh had studied upto high school. He was 33 years of age, lived alone in a rented room and worked eight hour shift at one petrol pump. Beside he also worked part time at another place. He was planning to marry soon. One day he felt disappointed to know that the girl, he was planning to marry rejected his proposal. Manjit Singh was very depressed and stopped going to work for a while. During this period he lost his job and had to quit his rented room. He started doing some odd job at bus stand or railway station.

One day, he was hungry and did not have any money and saw a young man selling newspapers. Manjit Singh approached the newspaper office and started selling newspapers. He did not make lot of money but was good at saving it. He started saving money for a warm jacket for next winter.