

clothes under one roof. The purchase pattern was conditional with minimum quantity sales of each individual item or minimum purchase of Rs. 1500 and above. The price of the items was kept cheaper than retail prices in the shop.

Since the products are cheaper in the mall most of individual customer took identity of the mall by showing reference shop act license, though they are not traders. After a year, the mall observed that, the customer flow reduced in the mall. Most of the customers have not renewed their identity cards for the next year. They have reduced the billing counters. Those customers who are coming now, buy the items in bulk, whereas previously the number of customers were more but buying pattern was as per the need of small family.

All in all store manager is happy. According to him customers are more selective and turnover of the mall increased double during the current financial year.

- a) Analyse the case. 4
- b) What does the case say about consumer behaviour and impact of Marketing over it. 5
- c) Explain consumer involvement with reference to the above case study. 5



AR - 1213

M.B.A. Semester - III

**Paper - MBA / 3203 / M :
Consumer Behaviour**

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes : 1. Attempt all questions.
2. Figures to the right indicate marks.

SECTION - 'A'

- 1. a) Discuss how Organisation Buying Behaviour differs from individual buying behaviour. Also explain with a neat sketch Nicosia model of Buying Behaviour. 14

OR

- b) Discuss factors affecting Industrial Buying Behaviour. 14

SECTION - 'B'

- 2. a) What do you know about consumer Decision process? Also explain different stages of decision process. 7
- b) State the sources of information for following products/services while making a Buying decision. Justify your answer. 7
 - i) A branded android smartphone.
 - ii) Choosing a reputed Business school for yourself.

OR

- c) Explain consumer needs. Brief about Intrinsic and Extrinsic Needs of consumer. 7
- d) "Visit Norway! Get a feel of adventure in Northern Norway ". 7
How does this advertisement arouse one's needs? Also point out this need on Maslow's need Hierarchy.
3. a) Explain in detail "Attitude towards ad model" of attitude formation. 7
- b) Cadbury introduced a new chocolate. "Fuse" with an attempt to penetrate a segment of energy bars. Assuring its customers low calorie content, made up of oats and nuts with soft ceramal and original flavour of Dairy Milk. 7
What consumer attitude is expected in the above case?

OR

- c) Explain the importance of "Lifestyle" in understanding consumers? 7
- d) Coca-Cola is one of the best known product names in the world. It has been the leader of the international soft drink industry. Coca-Cola faced a controversy of Local-Cola products in India contain high levels of pesticide residue. Local-Cola suffered a significant setback, and is observing a

continuous decrease in the sale and market share. Explain consumer perception in the context of the above case study with the help of Tricomponent model.

SECTION – 'C'

4. a) Explain "Diffusion of Innovation". Which factors influence them. 7
- b) Explain various stages of family life cycle and consumer behaviour at each stage of life cycle. 7

OR

- c) Explain family buying decision making in detail with example. 7
- d) What do you mean by opinion leadership. 7

SECTION – 'D'

5. a) A shopping mall TRISHNA has opened its launch in Maharashtra. All shopping malls are working in developed cities, whose the rate of real estate is under control. The objective of the shopping mall is to sell stock in bulk to the whole sellers, distributors or retailers than the individual customers and hence they issued identity card to the customer those who have shop act license. The mall experienced overwhelming response. The shopping mall focused on vegetable fruits, dairy products, groceries, cosmetics, stationary, consumer durables