



III Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014 – 15 & Onwards)
Paper – 3.4.2 : Management
CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5=25)

1. What do you mean by diversity of consumer behaviour ? List out the determinants of individual consumer behaviour.
2. What is the impact of the digital revolution and mobile phone revolution on consumer behaviour ?
3. Explain the personality traits that can influence consumer research.
4. Explain the impact of life styles and psychographics on consumers' buying decision.
5. Explain the perceptual process. What factors are responsible for perceptual distortion ?
6. Elaborate the salient features of cognitive dissonance and consumer delights in FMCGs Market.
7. Mention the cultural factors and subcultural factors influence on consumer behaviour.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks.

(3×10=30)

8. "Needs and wants of marketers in India are manipulate gullible consumers".
Comment.



9. Describe the impact of economic, political and legal factors influence on consumer buying decision.
10. Illustrate the Howard Sheth model of buying behaviour and explain its current relevance.
11. Discuss the organisational buying behaviour and buying decision process.

SECTION – C

Compulsory Section.

(1×15=15)

Case Study.

12. A car making company is deciding to make flying cars in India. You are required to :
 - a) Explain the motivation of consumer in buying this car and your way of promoting it.
 - b) Segment, targeting and position the flying car in Indian market.
 - c) Explain how the diffusion of the idea will be facilitated by you.