



III Semester M.B.A. Degree Examination, February 2017  
(CBCS)

Management  
Paper – 3.4.2 : CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 70

**Instruction:** Answer all Sections.

SECTION – A

Answer **any five** of the following questions. Each question carries 5 marks. (5×5=25)

1. Explain the importance of cultural factors in determining consumer behaviour.
2. Briefly explain the buying motives.
3. What are the fundamental principles of learning and how are they involved in influencing buyer behaviour ?
4. Explain the stages in the consumer buying decision process.
5. Explain the concept diffusion of innovation. How does the product characteristics influence the rate of diffusion ?
6. Briefly explain the post purchase behaviour processes engaged in by the consumers.
7. Explain the steps in the Organizational Decision Process.

SECTION – B

Answer **any three** questions. Each question carries 10 marks. (3×10=30)

8. Explain the role of reference group and family decision on Consumer behavior. Illustrate your answer with examples.
9. Discuss the role of personality in influencing consumption behavior.
10. Critically evaluate Howard Shett model of consumer behavior.
11. Discuss the important government initiatives in India to protect consumers.



## SECTION – C

**Compulsory.****(1×15=15)**

12. For many of us, the Internet is a wonderful tool. It makes it possible to e-mail our friends and family, helps us bank and pay our bills, compare different brands that we might consider purchasing and find the best price for a desired item. But how much of this “wonderfulness” are we willing to exchange for our personal data ?

Marketers want to know who we are and where we go on the Internet. So, for example, they have been installing cookies on our computers for years. That’s why once we have visited a web site, the next time we want to click on it its listing is a different color. And if you increase the security level of your computer so that your PC will not accept cookies, then chances are that a web site you want to visit won’t let you on.

Google has been particularly criticized by those with security concerns because of how it operates its G-mail system. G-mail automatically delivers ads to the user, based on e-mail content. Many users are not happy that Google is monitoring their e-mail in order to send them ads, even if, based on e-mail content, the ads are relevant.

In today’s world of identity theft and computer viruses, consumers are resisting swapping personal information for increased value, whether it is taking place online or offline. Jupiter Research has found that 58 percent of Internet users say that they have deleted cookies, with as many as 39 percent claiming to do so monthly. And 28 percent of Internet users are selectively rejecting third-party cookies, like those placed by online ad networks. In January 2003, only 3 percent did so.

**Poser :** Is personal privacy a new cultural value ? What measures can be taken in this regard to safeguard our personal privacy ?

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