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M.B.A. DEGREE EXAMINATION, MAY/JUNE 2008.

Elective

BA 1724 — CONSUMER BEHAVIOUR

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define customer value with an example.
2. Mention how reduced customer defection can increase company profits.
3. What is VALS?
4. Explain Compulsive consumption behaviour.
5. Differentiate Stereotypes from Halo Effect.
6. Differentiate positive from negative reinforcement.
7. What is defensive attribution?
8. Brief on Family life cycle.
9. Who are opinion leaders?
10. Mention any four difficulties in predicting consumer behaviour.

PART B — (5 × 16 = 80 marks)

11. (a) Why is the study of consumer behaviour necessary? If you are the marketing manager of Citibank's customer service division, how would you apply the concepts of providing value and customer satisfaction for effective customer retention?

Or

- (b) Describe the approaches to the study of consumer behaviour.

12. (a) "Consumers have both innate and acquired needs". Do you agree, Elucidate with examples. Why are consumers' needs and goals constantly changing?

Or

- (b) Why are marketers interested in understanding consumer Personality? How does it affect consumer buying behaviour?

13. (a) Explain the marketing communication process. Discuss the factors that affect the credibility of formal communication and its impact on consumer buying behaviour.

Or

- (b) Describe the correlation between social status and income with consumer behavioural examples. What are the systematic approaches for measuring social class?

14. (a) Explain the impact of culture on Consumer buying. Are the cultures of the world becoming more similar or different?

Or

- (b) How do consumers reduce post-purchase dissonance? How can marketers provide positive reinforcement to consumers after the purchase to reduce their dissonance?

15. (a) Explain the emerging issues in consumer behaviour.

Or

- (b) What is consumerism? What are the ways of understanding online consumer behaviour?