

M.B.A. DEGREE EXAMINATIONS: DECEMBER 2008

Fourth Trimester

PO7BA433 CONSUMER BEHAVIOUR

Time: Three hours

Maximum Marks: 100

Answer ALL Questions:-

PART-A (1 x 20 = 20 Marks)

1. Case Study

'Diety & Fatty' is a company who is dealing with tender chickens. They are into this field for the past 20 years dealing with related products. Their total turnover for one year is around Rs. 2000 crores. 'Branded eggs'- a new concept into the market was given by Diety & Fatty. Their distribution channel is working to reach the in and out of all range of customers to enjoy their product.

They have various types of eggs promoted to different range of customers like, protein rich for children, Diety for old people, sleek and slim for youth, as they are new with such type of branded product into the market they are seeking the help of consumer researchers to design their promotional activities. As a consumer researcher help them with various types of consumer researchers and suggest the correct promotional activity to position their branded eggs in the market.

PART – B (10 x 2 = 20 Marks)

2. Write a short note on Consumer Behaviour.
3. What are the major sources of Secondary data in a research?
4. What is market Segmentation?
5. What do you mean by Dogmatism in Consumer Behaviour?
6. Define Perception.
7. Write short notes on the components of communication.
8. What is Opinion Leadership?
9. Write note on Diffusion Process.
10. Write note on Trial Purchase & repeat purchase.
11. What do you mean by Evoked set in consumer behaviour?

PART - C (4 x 15 = 60 Marks)

12. a. How can the study of consumer behaviour assist Marketers in segmenting markets and positioning products?

(OR)

b. Highlight consumer innovativeness and its related personality traits.

13. a. Enumerate 'Self and Self-image' with reference to consumer behaviour.

(OR)

b. Discuss the dynamics of perception.

14. a. What do you mean by perceived risk? How do consumers Handle such risks?

(OR)

b. Highlight Cognitive learning Theory.

15. a. Write about Classical Conditioning theory applied in consumer behaviour.

(OR)

b. Describe the consumer decision making Process.
