

**G 4520**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Elective

BA 1724 — CONSUMER BEHAVIOUR

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Consumer behaviour.
2. Why consumer behaviour is an interdisciplinary science?
3. What is JND?
4. Explain the components of attitudes.
5. What are reference groups? Explain the types of reference groups with examples.
6. Define social class and what are the characteristics of social class?
7. What is opinion leadership?
8. When post purchase dissonance occurs and what are the ways used for dissonance reduction?
9. Define consumerism.
10. What are the steps involved in organisational buyer's decision process?

PART B — (5 × 16 = 80 marks)

11. (a) Explain in detail the application of consumer behaviour knowledge.

Or

- (b) Explain the factors that influence consumer behaviour and add a brief note on the advantages in studying consumer behaviour.

12. (a) Discuss in detail how can the principles of  
(i) Classical conditioning theory and  
(ii) Instrumental conditioning theory, be applied to the development of marketing strategies.

Or

- (b) How do marketers create persuasive communication? Elaborate how they design message structure and presentation with advertisement appeals.

13. (a) Discuss in detail the various consumer related reference groups that influence consumer's attitudes and behaviour.

Or

- (b) Define culture. Explain the characteristics of culture and factors influencing culture.

14. (a) Describe the innovation adoption and diffusion process in detail and add a note on factors influencing the rate of diffusion.

Or

- (b) Elaborate the three contemporary models of consumer decision process.

15. (a) Explain the various laws in India to protect the consumers. Discuss the function and role of MRTP commission.

Or

- (b) Describe the various factors that influence the organisational buyer behaviour.

Time

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