

**Z 4520**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Third Semester

BA 1724 — CONSUMER BEHAVIOUR

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate Personal consumer and Organizational consumer.
2. Relate customer retention and profitability.
3. What is Rational and Emotional motives?
4. Explain Consumer Ethnocentrism.
5. What is Social comparison theory?
6. Differentiate Enculturation and Acculturation.
7. What are the levels of Consumer decision making?
8. What is post purchase evaluation?
9. What is Consumerism?
10. Highlight any two emerging issues in consumer behaviour.

PART B — (5 × 16 = 80 marks)

11. (a) Define consumer behaviour. What is the interrelationship between the consumer behaviour discipline and the marketing concept?

Or

- (b) Describe the impact of digital revolution on marketing and on consumer behaviour.

12. (a) Explain Perceptual process and its impact on consumer behaviour.

Or

(b) What are the elements of consumer learning? How can marketers use measures of recognition and recall to study the extent of consumer learning process? Discuss in detail.

13. (a) What are the systematic approaches to measuring Social Class? Explain the impact of Social Class on consumer buying behaviour.

Or

(b) "Culture is shared, dynamic and can be measured". Comment.

14. (a) Explain consumer decision making process.

Or

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

15. (a) Consumer behaviour offers several aspects to the internet marketer. Do you agree?

Or

(b) What are the factors influencing organizational buying behaviour? Explain Industrial buying behaviour process.

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