

Reg. No. :

| | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

K 4520

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Elective

BA 1724 — CONSUMER BEHAVIOUR

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the factors influencing Consumer Behaviour.
2. Define Buying Process.
3. What do you mean by Consumer Perception?
4. Can consumer attitude towards brands be changed?
5. What is the meaning of cross – cultural analysis?
6. Define Group Dynamics.
7. What is meant by Cognitive Dissonance?
8. What are the stages in Decision – Making?
9. Explain the need for Consumer Protection.
10. What are the difficulties in predicting Consumer Behaviour?

PART B — (5 × 16 = 80 marks)

11. (a) Outline the scope of Consumer Behaviour. What are the disciplines that contributed to Consumer behaviour as a subject of Study?

Or

- (b) List and explain the individual determinants of Consumer Behaviour.

12. (a) Explain with examples manifest and latent motives in Consumer Behaviour.

Or

- (b) Discuss the family life style stages and the changing Consumption Pattern.
13. (a) What factors influence reference groups to make decisions on products and brands?

Or

- (b) What are the marketing implications of culture? What is the role of marketer in this connection?
14. (a) What are the different models of consumer decision process? Explain any one Model.

Or

- (b) What is meant by Consumer attitude? What are its components and functions?
15. (a) Discuss the influence of social sciences on buyer behaviour.

Or

- (b) Explain why Consumer Protection Act was passed. Has it succeeded in achieving its objectives?