MBA DEGREE EXAMINATIONS: JUNE/JULY 2013

Third Semester

MASTER OF BUSINESS ADMINISTRATION

MBA584: Consumer Behavior

Time: Three Hours   **Maximum Marks: 100**

Case Study:-
PART A (1 x 20 = 20 Marks)

1.   You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2.   What is consumption analysis?

3.   Give 2 examples of organizational influences on consumer behavior.

4.   What is 'Shadowing' in consumer research?

5.   What are the underlying principles of consumer behavior?

6.   Why do we need to learn consumer behavior?

7.   What is a generic need? Give 2 examples.

8.   Give 2 Indian examples of how generic need for a product category was increased using advertisements.

9.   Define selective need and illustrate using examples

10. Differentiate between attitudes and beliefs

11. What are the scales that are used to define and classify people according to their values.

PART C (4 x 15 = 60 Marks)

12. a)   Write a note on the various fields of study/disciplines that have contributed to consumer behavior.

(OR)

b) Write a note on the evolution of consumer behavior.

13. a) Describe the various methods for conducting consumer behavior research

(OR)

b) What are the various consumer protection laws applicable to India.

14. a) What are the various types and sources of information available to a consumer.

(OR)

b) What do you understand by extensive problem solving, limited problem solving, routinised response behavior and variety seeking behavior ? Illustrate using examples.

15. a) What is customer loyalty? What are the types of loyalty programs that companies use to retain its customers? Illustrate with an example.

(OR)

b) What is customer loyalty? What are the types of loyalty programs that companies use to retain its customers? Illustrate with an example.

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