

**MBA DEGREE EXAMINATIONS: APRIL/MAY 2014**

(Regulation 2012)

Third Semester

**MASTER OF BUSINESS ADMINISTRATION**

MBA638: Consumer Behaviour

**Time: Three Hours**

**Maximum Marks: 100**

**Case Study:-**

**PART A (1 x 20 = 20 Marks)**

1. There is a growing trend among the urban youth population to buy personal belongings to reflect the symbolic appeals of being trendy and modern. Fastrack, the wristwatch brand from Titan, has introduced several trendy designs. The brand has also launched trendy eyewear and used a film celebrity to promote this line. Apart from Fastrack, Titan also used a film celebrity for the Titan brand of watch. It also has Sonata watch for which it used a cricket celebrity.

**Question:**

- a) Discuss the cultural dimensions related to such a strategy of Titan, with its different products being associated with different celebrities

**Answer all the Questions:-**

**PART B (10 x 2 = 20 Marks)**

2. What is Consumer Behavior?
3. Mention the difference between the personal consumer and the organizational consumer.
4. State the functions of attitude.
5. List the Difference between innate and acquired needs. Give an example of each.
6. How can marketing managers identify opinion leaders?
7. What are the differences between continuous, dynamically continuous, and discontinuous innovation?
8. What are the post purchase processes engaged in by consumers?
9. Identify any four factors that impact consumer loyalty.
10. What are the positive effects of the adoption of digital technologies on today's marketing practices?
11. What is consumerism?

**PART C (4 x 15 = 60 Marks)**

12. a) Promotional efforts taken by the marketers influence the individual determinants in consumer behavior- justify.

**(OR)**

- b) Describe consumer research process with an example.

13. a) Consumer attitude towards brands can be changed – justify with example.

**(OR)**

- b) Social class and social status drive the consumer's decision – critically comment.

14. a) Formulate consumer decision making process for purchase of tooth paste.

**(OR)**

- b) Acceptance of Innovative products is a challenge – justify the statement with respect to product purchase and brand loyalty.

15. a) Research indicates that consumers are less loyal than in the past – criticize this statement with an example.

**(OR)**

- b) Industrial purchases, unlike consumer purchases do not have an emotional and social status component – Evaluate the statement with examples.

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