

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 85520

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Elective

DBA 1722 — CONSUMER BEHAVIOUR

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is impulse buying?
2. State the determinants of behaviour of an individual.
3. Write short note on three component model of attitude.
4. What is perception?
5. Define personality.
6. What is subculture?
7. Who is an opinion leader?
8. What do you mean by high involvement purchase?
9. Differentiate between individual and organisational buying behaviour.
10. State any four characteristics of online consumers.

PART B — (5 × 16 = 80 marks)

11. (a) Why is it critically important for marketers to understand consumer? Support your answer with suitable Indian examples.

Or

- (b) Develop a decision making matrix for purchase of paint by a middle class urban consumer.

12. (a) (i) Differentiate between low involvement learning and high involvement learning. (8)
- (ii) Distinguish between learning via classical conditioning and learning that occurs via operant conditioning. (8)

Or

- (b) What is motive? What are the various roles that motives play in influencing consumer behaviour?
13. (a) Explain the role of a family in consumer decision making process.

Or

- (b) Write a detailed note on celebrity endorsement. Why is Indian consumer much interested to watch celebrities in advertisement?
14. (a) Explain the concept of diffusion of innovation with suitable examples.

Or

- (b) Explain the Nicosia and Howard Sheth model of consumer decision making.
15. (a) Discuss the evolution of consumerism in India.

Or

- (b) What are the different economic classes in India? Describe major characteristics of each class.