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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec – 2017/Jan - 2108

Consumer Behavior

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART-A** and **PART-B** (Case Study) is compulsory.

PART - A

- 1 a. Define Motivation. Explain the role of marketing. Bring out the difference between rational and emotional motives. 10
- b. Define Consumer behavior. Distinguish between Consumer Research and Marketing Research. Do you find scope for motivational research in marketing? 10

OR

- 2 a. What is personality? Explain the nature of personality. Do you find value in brand personification in marketing? 10
- b. How does the perception of risk varies? How do consumers handle risk? 10
- 3 a. What is a group? Do you feel friend and work groups influence the consumer behavior of people? With a suitable example discuss celebrities as reference groups. 10
- b. What is culture? How important would it be for a marketer to understand the subculture of a country? Keeping the diverse culture of India, explain the advantage of understanding Indian subculture. 10

OR

- 4 a. Define opinion leadership. Explain the dynamics of opinion leadership. Explain the motivation behind opinion leadership and its advantages to marketers. 10
- b. Explain the components of communication process. Discuss the credibility factor of the source in decoding the message. 10
- 5 a. What is CRM? Discuss the role and importance of effective communication in CRM. 10
- b. What is decision making? Explain the various levels of decision making. 10

OR

- 6 a. Explain the dynamic nature of needs keeping Maslow's theory as reference. Do you feel success and failure influence s the goals of individuals. 10
- b. From a family centric market, India is fast changing to an individual centric market. With suitable example deduce the above statement. 10
- 7 a. Explain Howarth sheth model. 10
- b. Explain the different elements of consumer learning. 10

OR

- 8 a. Explain the family life cycle and its effect on consumer behavior. 10
- b. Write short notes on the following:
- i) Gifting behaviour 10
 - ii) Noise in communication

PART - B (Compulsory)**9. Case Study:**

Suparna is an MBA student from a college in Mysore. She is interning in a small firm which is into manufacturing of chocolates. The company manufactures chocolates which are milk made and comes in 5 flavors. The price of the products varies from Rs.20 to Rs.100/ unit. Pricing is mostly based on the quantity. The products were mostly sold in retail outlets of the city.

After a thorough market research it was observed it that the product were mostly bought by the school and college going students from the retail outlets. This fact encouraged the company to directly supply the chocolates to the school and college canteens. The approach has helped the company enhance its sales.

In Suparna's city, the company is selling its products in 4 colleges. In the first two colleges the sales is extremely well but in the remaining colleges the movement of the product is not very encouraging. The company guide of Suparna has advised Suparna to visit the colleges where the sales are on the lower side and conduct a study.

Questions:

- a. Are you in agreement with the company's decision of selling the product in the college canteens? Justify your answer. 5
- b. When the product is moving well in two colleges and not moving in the other two colleges, what could be the possible reason? 5
- c. What are factors according to you Suparna should focus in her study? 5
- d. Prepare a simple questionnaire which Suparna can use for her study. 5

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