



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; Jan. / Feb. - 2021

Consumer Behaviour

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions PART - A	Marks
1 a.	Define Marketing Segmentation. What are the various bases for segmenting Consumer Markets?	10
b.	Explain the factors affecting Consumer Behavior.	10
OR		
2 a.	What is Societal Marketing? Explain various Marketing analysis components.	10
b.	Explain the motivational theories of Consumer Behavior.	10
3 a.	Write short notes on;	
	i) Positive and Negative Motivation	10
	ii) Motivational research	
b.	Define Perceived Risk. What are the types of Risk? Explain how consumers handle Risk?	10
OR		
4 a.	Compare and contrast Rational versus Emotional motives. Explain the dynamic nature of motivation.	10
b.	Explain Pavlov's classical conditions theory of learning.	10
5 a.	Explain strategies to overcome cross-culture problems.	10
b.	What is Social Stratification? Discuss how Social class affects Marketing strategy?	10
OR		
6 a.	Discuss in brief various arousals of motives. Identify the schools concerned with it.	10
b.	What is Reference Group? Explain the various types of Reference Groups with examples.	10
7 a.	Explain the consumer buying decision process.	10
b.	Explain diffusion of innovation.	10
OR		
8 a.	What is Cognitive dissonance? Explain with example of your own.	10
b.	Discuss in detail the various communication strategies which helps consumer in decision making of a product.	10

PART - B (Case Study Compulsory)

9. 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 five flavors. The price of the products varies from ` 20 to ` 100 per unit. Pricing is mostly based on the quantity. The products were mostly sold in retail outlets of the city.

After a through 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 four 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.

- a. Are you in agreement with the company's decision of selling the product in the college canteens? Justify you 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 the factors according to you Suparna should focus in her study? 5
- d. Prepare a simple questionnaire which Suparna can use for her study. 5

* * *