



## 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; February / March - 2022**

**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	Marks	BLs	COs	POs
<b>PART - A</b>					
1 a.	What are the various personality traits of a consumer which a marketer should study?	10	L3	CO1	PO1
b.	Discuss the relationship between attitude and behavior. What factors are involved in attitude formation?	10	L3	CO1	PO2
<b>OR</b>					
2 a.	What is consumer behaviour? Explain the scope and components of Consumer Behaviour.	10	L3	CO1	PO3
b.	Explain the motivational theories of consumer behaviour.	10	L4	CO1	PO4
3 a.	How does consumer seek to reduce post purchase dissonance? As a marketer of consumer durables, explain how you can provide positive reinforcement to the consumers after they have purchased a brand?	10	L3	CO2	PO2
b.	Briefly explain the family life cycle concept. Which stage of the family life cycle would constitute the most suitable segment(s) for the following products and services? Why?	10	L4	CO2	PO4
	i) Home Appliances- Water Purifier				
	ii) Two wheeler				
<b>OR</b>					
4 a.	What are the various types of reference groups? How do they influence marketing companies?	10	L3	CO2	PO1
b.	What is social stratification? Discuss how social class affects marketing strategy?	10	L4	CO2	PO5
5 a.	Define opinion leaders. What are the characteristics of opinion leaders and how the concept is used by marketers?	10	L3	CO3	PO3
b.	Discuss the consumer decision making process with help of a diagram and an example for each process.	10	L4	CO3	PO2

**OR**

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|------|--|----|----|-----|-----|
| 6 a. | Define Culture. Why it is important for marketers to understand the cultural impact of consumer behavior? Explain.                             | 10 | L3 | CO4 | PO1 |
| b.   | Differentiate between Low Involvement Learning and High Involvement Learning with examples.  | 10 | L4 | CO4 | PO4 |
| 7 a. | How do marketers create persuasive communication? Elaborate how they design the message structure and presentation with advertisement appeals? | 10 | L3 | CO4 | PO5 |
| b.   | If you were to advertise a personal care product, such as “Talcum Powder” for men and women:   |    |    |     |     |
|      | i) What channel of media will you select (State more than one)? Justify  | 10 | L4 | CO4 | PO4 |
|      | ii) What’s your message?   |    |    |     |     |
|      | iii) What will your advertisement look like (Rough Draft)?   |    |    |     |     |

**OR**

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|------|--|----|----|-----|-----|
| 8 a. | Explain the Howard Sheth model of consumer decision making process.  | 10 | L3 | CO4 | PO1 |
| b.   | What are the consumption differences you can observe with reference to durable and non-durable products based on social factors? | 10 | L4 | CO4 | PO2 |

**PART - B (Case Study Compulsory)**

9. XYZ Incorporated was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to the target market which was using their products. In other words, they only concentrated on what they would make and did not bother about changes in preferences of their target market.

They were later joined by Mr. Ashish, a marketing graduate who advised the company regarding the changing consumer preferences and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors and social factors only.

He modernized the products to a great extent and invested about 30 lakhs on new packing etc. Even after 6 months of these changes brought by him, the company did not seem to have a proportionate increase in sales. The assistant manager and the product manager were not very happy with the changes and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

**Questions:**

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|----|--|----|----|-----|-----|
| a. | Do you agree with assistant and product managers and why?                    | 10 | L5 | CO5 | PO5 |
| b. | What other factors, if any, could have been considered? Elaborate in detail. | 10 | L6 | CO5 | PO5 |