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

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec. - 2014

Consumer Behavior

Time: 3 hrs

Max. Marks: 100

Note: Answer any FOUR full questions From PART - A and PART- B (Case Study) is compulsory.

PART - A

1. a. Define consumer behavior? Why it is important for a marketer to study consumer behavior? 10
- b. Mention the different consumer behavior models and explain any two. 10

OR

2. a. Explain the factors affecting consumer behavior. 10
- b. Name and explain the different roles in the family decision making process. 10
3. a. What is family life cycle and mention the different stages affects the consumer buying process? 10
- b. What is brand personality? And mention the dimensions of brand personality with their characteristics. 10

OR

4. a. What is motivation and explain with a neat diagram of theory of motivation by Abraham Maslow? 10
- b. What is perception and explain the different perceptual processes? 10
5. a. Explain the consumer buyer decision process. 10
- b. Explain diffusion of innovation. 10

OR

6. a. Explain the stages in the adoption process. 10
- b. Who are opinion leaders? And explain in your own words with example how they exert influence on others. 10
7. a. What are the different types of consumer buying decisions? 10
- b. What is cognitive Dissonance? And explain with explain of our own. 10

OR

- 8.a. What are the components of communication and explain the process? 10
- b. Explain Herzberg's two factor theory with its market implications. 10

PART - B

9. **Case Study- “Pulse Polio Immunization Programme”**
By O & M (Ogiluy and Mather) for UNICEF in India

The number of polio cases in 2002 increased to 1600 as compared to a few hundred in the previous year. It was 85 percent up in Uttar Pradesh (UP). Research indicates that people in the UP lacked an understanding of the polio immunisation programs : and suffered from inertia.

The agency (O and M) decided to use Bollywood superstar and icon Amitabh Bachchan in a novel way to cut through the clutter.

In January 2002, 2.8 million people in the state of UP visited the pulse polio national immunisation programme and an additional 6 million people did so in the month of February. Around 19 districts of UP reported 50 percent more coverage.

Questions:

- i) Who is reference / opinion leader? 5
- ii) Do you agree with the strategy adopted by O & M to nullify the polio and why? 5
- iii) Why did O & M chose Amitabh Bachchan to endorse for polio? 5
- iv) What were the reason for sudden increase of polio in UP? 5

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