

M.B.A. Semester-III Examination
CONSUMER BEHAVIOUR
Paper-MBA/3203/M

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION-A

1. (A) What is Consumer Behaviour ? Explain in detail the concept and components of consumer behaviour.

14

OR

- (B) What is Consumer Behaviour Modelling ? Explain with a neat sketch "Howard-Sheth" model of Consumer Behaviour.

14

SECTION-B

2. (A) What is Consumer Motivation ? How Maslow's Hierarchy theory has relevance with consumer motivation ?

7

- (B) Which types of decision rules would you use for the following products ? Justify your answer :

(i) Laptop

(ii) Biscuit.

7

OR

- (C) Explain with a neat sketch the stages in the process of "Consumer Decision Making".

7

- (D) What type of information sources do you feel are important for purchasing the following products ? Justify your answer :

(i) Fairness Cream

(ii) Soft Drink.

7

3. (A) What is "Tri-Component Model" ? How it is used in attitude formation ?

7

- (B) State at least two situations in which an aspirational group or dissociative group affects the buying behaviour of individuals.

7

OR

- (C) What is the significance of 'Lifestyle' in understanding consumers ? Explain consumer characteristics classification based on values and lifestyle (VALS).

7

- (D) Enlist any two products for which according to you reference group would influence strongly during purchases ? Justify the answer.

7

4. (A) Explain in detail family Buying Decision Making Process. 7
(B) Describe with the help of two situations/examples how various influencing strategies are adopted by spouse for resolving conflicts during family buying decision making. 7

OR

- (C) What is 'Diffusion of Innovation' ? Discuss the steps in the process of Diffusion and Adoption of innovation. 7
(D) A health care products manufacturer, Mr. Nawal wishes to promote various products. He is thinking of using opinion leaders for promoting the products. Suggest a suitable promotional strategy using opinion leaders to Mr. Nawal. 7

SECTION-C

5. Sunder Singh had studied only upto high school. He was now 32 years of age, lived alone in a rented room, and worked eight hour shift at one petrol pump, then went to the other one for another eight hour shift. He had a girlfriend and was planning to marry.

One day when he returned from work, he got a note from his girlfriend that she was getting married to someone else and he need not bother her. This was a terrible shock to Sunder Singh and he fell apart. He stopped going to work, spent sleepless nights, and was very depressed. After a month, he was running low on his savings and approached his earlier employers to get back his job, but they would not give him a second chance. He would do some odd jobs at the railway station or the bus terminus.

One day, nearly two years ago, he was very hungry and did not have any money and saw a young man selling newspapers. He asked him what he was selling and he told him about 'Gujara' (an independent non profit, independent newspaper sold by the homeless, an economically disadvantaged men and women of this metro city). Sunder Singh approached the office and started selling the newspapers. He did not make lot of money, but was good at saving it. He started saving money for a warm jacket for next winter.

He was reasonably happy ; he had money to buy food, and no longer homeless and shared a room with two others. One day, with his savings he bought a pair of second-hand Nike shoes from the flea market.

Sunder Singh is not unique among low-income consumers. especially in large cities, in wanting and buying Nike shoes. Some experts believe that low income consumers want the same products and services that other consumers want.

The working poor are forced to spend a disproportionate percent of their income on food, housing utilities and healthcare. They solely rely on public transportation, spend very little on entertainment of any kind, and have no security of any kind. Their fight is mainly for day-to-day survival.

Questions :

- (i) What does the purchase of a product like Nike mean to Sunder Singh ? 7
(ii) What does the story say about our society and the impact of marketing on consumer behaviour ? 7