

AU-1612

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 'Industrial Buying' ? How is it different from 'Consumer Buying' ? Explain in detail the factors influencing the Industrial Buying Behaviour. 14

OR

- (b) What are the various stages of the Consumer Decision Making Process ? Explain in detail with suitable diagram and example. 14

SECTION—B

2. (a) How various internal and external factors affect Consumer Behaviours ? 7
(b) What types of Level of Involvement would you apply for the following product buying decisions. Justify :
(i) Mobile Phone
(ii) Tooth Paste. 7

OR

- (c) Discuss Nicosia Model of Consumer Behaviour. 7
(d) Critically, evaluate your latest decision of purchase of footwear. What evaluation criteria do you use when you purchase footwear ? How do these differ, if at all, from those used by others in your family ? Discuss. 7
3. (a) Describe 'Cognitive Dissonance Theory' of attitude. What strategies a marketer should adopt to reduce post purchase consumer dissonance ? 7
(b) Quote at least two examples for the following functions when used as attitude change strategy. Justify the answer :
(i) Value expressive
(ii) Utilitarian. 7

OR

- (c) What is 'Adoption of Innovation' ? Explain the categories of 'Adopters' in the process of diffusion of innovation. 7
- (d) State whether a consumer involves in 'Nominal' decision making or 'Extended' decision making while purchasing following products. Justify :
- (i) A new house
- (ii) A tea powder packet. 7
4. (a) What is 'Diffusion of Innovation' ? Discuss the steps in the process of Diffusion and Adoption of Innovation. 7
- (b) Computer manufacturing companies are adopting various marketing strategies to target customers at various stages of family life cycle. Explain any two products offered by computer manufacturing companies to validate these strategies. 7

OR

- (c) "An opinion leader has different characteristics than others." Justify the statement. 7
- (d) Explain the roles played by members of a nuclear family with two young college going children involved in purchasing following products :
- (i) Washing machine
- (ii) Car. 7

SECTION—C

5. In 2014, The Grand Shopping Mall of Patil Group has opened their second mall in Maharashtra. Both the Shopping Malls opened in developing cities, where the rates of real estate are under control.

The objective of shopping mall was to sell bulk stock to the wholesaler, distributors or retailers than the individual customers and hence they issued identity card to the customers having shop-act license (renewed). The mall got overwhelming response, and registered around 50,000 customers within three months.

The shopping mall introduced fruits, vegetables, groceries, dairy products, cosmetics, stationeries, consumer durables, clothes under one roof. The purchasing pattern was conditional with minimum quantity sales of each individual item or minimum purchase of Rs. 1,500/- and above. The price of the items was kept cheaper than retail prices in the shops.

Since the products are cheaper in the store, most of individual customers took identity card of the store by showing reference shop-act license, though they are not traders.

After one year down the operation, The Grand Shopping Mall observed that, the customer flow has reduced in the store, and most of customers have not renewed their identity card next year. Those customers who are coming to store now buy the items in bulk whereas previously the no. of customers were more but buying behaviour pattern of items was as per the need of small family. In all, Store Manager is more happy. According to him, the customers are more selective and turnover of the shopping mall increased double during the current financial year.

Questions :

- (a) Analyse the case. 4
- (b) In above case, has shopping mall done consumer behaviour audit ? Justify the answer. 5
- (c) Suggest marketing strategies for the local wholesaler and distributor of grocery shops to counter threat from big shopping mall. 5