

(Following Paper ID and Roll No. to be filled in your Answer Books)

Paper ID : 2289860

Roll No.

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**M.B.A.**

**Regular Theory Examination (Odd Sem - III), 2016-17**  
**CONSUMER BEHAVIOUR AND CUSTOMER**  
**LOYALTY**

*Time : 3 Hours*

*Max. Marks : 100*

**SECTION - A**

1. Attempt all questions. All questions carry equal marks. Write answer of each question in short.

(10×2=20)

- a) Define impulse buying.
- b) What is cognitive learning?
- c) What do you mean by celebrity endorsements?
- d) Define institutional buying?
- e) Define customer loyalty.
- f) What is customer relationship management?
- g) Define customer affinity.
- h) Define customer engagement.
- i) Define measurement and scale.
- j) What is service quality?

## SECTION - B

## 2. Answer any Five questions from this section

(5×10=50)

- a) Discuss the need of understanding consumer behaviour for a marketer to get an advantage over his competitors.
- b) Differentiate between consumer buying behaviour and organisational buying behaviour. What are the different roles played in a consumer buying decision process?
- c) What are the demographic and psychographic factors which affect the buying decisions of fast moving consumer goods?
- d) Now-a-days many companies are running various customer loyalty programmes. What is the significance and benefits of such events and programmes in digital age of marketing?
- e) Discuss the various types and features of customer loyalty. What is the role of customer loyalty outcomes in business decisions?
- f) What do you know about Rai - Srivastava model of customer loyalty formation? Discuss the factors affecting customer loyalty formation.
- g) "Insurance is the subject matter of solicitation". Which is more suitable for Insurance - customer loyalty or celebrity endorsement?

- h) What do you mean by reference groups? Discuss the role of reference group in choosing an educational institute for doing MBA.

**SECTION - C**

**Note : Attempt any two questions from this section.**

**(2×15=30)**

Maruti Udyog Limited came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. The Maruti Udyog Limited (MUL), the leading Indian car manufacturer, entered the family car segment. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the 'used car market, in India, Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness.

**Questions :**

3. It was after the entry of companies like MUL, FORD, and Mahindra etc, that the organized used car market attained critical mass in India. To what extent has the entry of these players changed the consumer behaviour towards the used car market? Discuss.
4. In 2001, MUL, the market leader in the car industry in India, entered the used car market in India by launching its 'True Value' operations. Do you think that customers will also buy the used cars from MUL because it is leading car manufacturer in new car segment? Why?

5. Explain the role of celebrity endorsement and customer engagement in consumer buying behaviour. Take the case of MUL.