

MBA
(SEM III) THEORY EXAMINATION 2018-19
Consumer Behaviour

Time: 3 Hours**Total Marks:70****Notes: Assume any Missing Data.****SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What is negative reinforcement? How it is differ from punishment?
 - b. What is Advertisement wearout?
 - c. What is meant by the term Rituals?
 - d. What is meant by customer loyalty?
 - e. Discuss consumer socialization.
 - f. Define reference group?
 - g. Define Evoked set?

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. What is consumer behavior? How did the field of consumer behavior evolve?
 - b. Consumer has both innate and acquired needs. Give example of each kind of need and show how the same purchases can serve to fulfill either or both kind of need?
 - c. What is culture? What are the most important characteristics of culture?
 - d. Discuss the steps in consumer information processing? Does it happen in all types of consumer purchase?
 - e. What factors influences consumer satisfaction?

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- a. Define the social marketing concept and discuss its importance.
 - b. Discuss the interrelationships among customer and satisfaction. Why customer relationship important?
- 4. Attempt any one part of the following: 7 x 1 = 7**
- a. Discuss and critically evaluate Maslow's Hierarchy of needs.
 - b. What is perception? How does it influence? What is their importance in advertising?
- 5. Attempt any one part of the following: 7 x 1 = 7**
- a. What is reference group? What types of influences can a reference group have on consumers?
 - b. What does the term group mean? On what basis may group be classified?
- 6. Attempt any one part of the following: 7 x 1 = 7**
- a. Discuss Howard Seth model of consumer behavior?
 - b. What is sensory discrimination, and what role does it plays in the evaluation of product?
- 7. Attempt any one part of the following: 7 x 1 = 7**
- a. Why can purchase implementation be a critical part of the organizational decision process?
 - b. How different organization activities and objectives would affects organizational culture?