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III Semester M.B.A. (Day/Evening) (CBCS) Degree Examination,

March - 2021

MANAGEMENT

Consumer Behaviour And Neuromarketing

Paper : 3.3.3

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answer **ALL** the sections.

SECTION - A

Answer any **Five** of questions. Each carries **5** marks. **(5×5=25)**

1. Briefly explain the dimensions of consumer behaviour.
2. Discuss the concept of broad casting and narrow casting.
3. Explain the concept of sensory Neuro Marketing.
4. Discuss the importance of consumer loyalty on companies' growth.
5. Explain the concept of Consumerism with suitable examples.
6. Explain the concept of an opinion leader and his influence on consumers.
7. Briefly explain the component of consumer attitude with examples.

SECTION - B

Answer any **Three** questions. Each question carries **ten** marks. **(3×10=30)**

8. Explain the consumer decision making process with suitable examples.
9. Differentiate between Neuro Marketing and Traditional marketing. Outline the benefits of Neuro Marketing.
10. Write a note on consumer perception and learning with suitable examples.
11. Illustrate and explain the Howard Sheth Model.

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SECTION - C

Case Study **(1×15=15)**

12. Family Influences : A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi - automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines.

Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually ccame with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care fro handling, price factors, etc. Many customers would not buy on their first visit.

They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions for Discussion :

1. What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales?
2. Who others could influence the purchase decisions in a family, in relevance with the above case?
3. Do you feel that group interaction helps the buyer too, in his decision - making process? Elaborate.