Q.P. Code : 61327

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Third Semester M.B.A. (Day) Degree Examination,
February/March 2020

(CBCS Scheme — 2014 onwards)

Management

Paper 3.4.2 — CONSUMER BEHAVIOUR

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks : **(5 × 5 = 25)**

1. Explain the role of personality in influencing consumption behaviour.

2. Enumerate the role of perception in influencing consumption behaviour.

3. What factors are constantly influencing changing consumers needs? Explain.

4. Explain the process of diffusion of innovation.

5. What are the implications of post purchase behaviour in consumer buying process?

6. How can cultural and cross culture influence consumer behaviour?

7. Briefly explain the government initiatives in India to protect consumers.

SECTION – B

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

8. Explain the importance of Consumer Behaviour for a business firm.

9. Explain the buying characteristics of Indian consumer that influence consumer behaviour.

10. Critically evaluate Howard Shett Model of consumer behaviour.

11. Explain the stages in the organizational buying process.

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SECTION – C

12. Case Study **Compulsory** : **(1 × 15 = 15)**

Cellular telephone providers are now realizing that they have made a mistake. For years, they assumed that many tens and college students could not afford to subscribe to postpaid cellular services, and so they pushed prepaid cellular to his group. Wrong? The major cellular telephone companies have finally come to understand that members of the younger generation possess three characteristics that marketers want: (1) they have disposable income, (2) they have grown up with technology, and (3) they view the cellular phone as their No. 1 possession. Still further, young adults (age 18 to 34) are two or three times more likely to also use services such as e-mail, news and text alerts, all of which produce additional revenue for the cellular phone company. Just think of all the photographs that teens take with their cellular phones, and all of the ring tones that they pay to download.

Questions :

(a) Considering the teenage and college student market segments, what other features can cellular telephone companies offer these groups over the next five to ten years?

(b) What role will innovators and opinion leaders play in this era of new cell phone enhancements?
