



DF-5520

M. B. A. (Full-Time) (Sem. III) (CBCS) & M. B. A. (Evening) (Sem. V) (CBS) (Reg. & ATKT) & (New Course ATKT) Examination
March / April – 2016
Consumer Behaviour

Time : 3 Hours]

[Total Marks : 70/100

Instructions : (1)

नीचे दशांशवैव निशानीवाणी विगतो उतरवडी पर अवश्य कपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
M.B.A. (Full-Time) (Sem. III) (CBCS) & M.B.A. (Evening) (Sem. V) (CBS) (Reg. & ATKT) &	<input type="text"/>
Name of the Subject :	<input type="text"/>
Consumer Behaviour	<input type="text"/>
Subject Code No. : 5 5 2 0	Section No. (1, 2,.....): Nil
Student's Signature	

- (2) All questions are compulsory. Attempt all the questions.
(3) Each question carries 14 marks in CBCS and 20 marks in New Course (ATKT).

1. Define the term "motivation" and explain with the help of the basic model of motivation. Also explain the terms "innate needs" and "acquired needs". Describe different 4 ways in which the motives are aroused.
2. Explain in detail consumers' need for cognition along with their classification as visualizers and verbalizers. How do they affect advertisers? Which media is appropriate for each group?

OR

2. What is defence mechanism? Describe various defence mechanism consumers adopt protect their ego from feelings of failure when they do not achieve their goals. How can marketers use consumers' failure at achieving goals in developing promotional appeals for specific products and services? Give examples in support of your answers.
3. Explain in detail the perceptual distortion that happens when the consumers interpret the stimuli. Give examples in support of your answer.

OR

3. Define the concept of attitude. Describe the elements of attitude using a tri-component model. A local soft drink marketer wants to improve consumers' attitude towards its brand of soft drinks among the youngsters. Describe any three strategies to change the attitude.
4. Explain in detail the compensatory and non-compensatory decision rules with all its sub-types. Give examples in support of your answer.

OR

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4. What is opinion leadership? “An opinion leader is more credible source of information than an advertisement for the same product” – Why? Differentiate between an opinion leader and a surrogate buyer.
5. Define and describe “New Product” based on 4 different perspectives. Describe the product criteria that influence the innovation diffusion process.

OR

5. What is culture? Explain the terms: (A) Enculturation (B) Acculturation
Explain any two methods of measuring culture. How does culture influence the consumer behaviour?