

**Roll No.**

**Total No. of Pages: 03**

**Total No. of Questions: 10**

MBA (Sem-3)

## CONSUMER BEHAVIOUR

**Subject Code: MBA 921-18**

**M Code: 76894**

**Date of Examination : 06-06-2023**

**Time: 3 Hrs.**

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

## SECTION-A

- 1. Write short notes on the following :**
- a) Interdisciplinary approach to consumer decision-making.
  - b) Cognitive Learning
  - c) Consumer behavior in online space
  - d) Outline bases for market segmentation
  - e) Define subliminal perception
  - f) Profile of opinion leader
  - g) Cognitive dissonance
  - h) Indirect Reference groups.

## SECTION-B

## UNIT-I

2. Which type of research is better qualitative or quantitative, when a company wants to know the effect of new product and promotions on customers? Justify.

3. Define consumer behavior. Discuss the role of segmentation and targeting in increasing a marketer's understanding of consumer behavior.

## UNIT-II

4. Explain Maslow's hierarchy of needs theory in view of consumer behavior and discuss its marketing implications.
5. *"Attitude change is inevitable and consumes more time and efforts"*. explain. Also, discuss the tricomponent model of attitude formation.

## UNIT-III

6. Discuss the use of the Family Life Cycle (FLC) concept by marketers to segment the market. Which would be the most appropriate FLC segment to be targeted for the following products:
  - a) Ready-to-eat breakfast cereal
  - b) A home furnishing retail store
7. How does reference group influence vary over product categories? What type of reference group influence can you expect in the following and why?
  - a) Wrist Watches
  - b) Soap

## UNIT-IV

8. *"Companies create opinion leaders to talk about their brands in public"*. Give a few examples of this and determine its effectiveness.
9. Explain the Howard Sheth Model of consumer behaviour, in detail.

## SECTION-C

### 10. Case Study

Needs and goals are constantly growing and changing in response to an individual's physical condition, environment, interactions with others, and experiences. As individuals attain their goals, they develop new ones. If they do not attain their goals, they continue to strive for old goals, or they develop substitute goals. Marketers do not create needs, though in some

instances they may make consumers more keenly aware of unfelt needs. The fact that many new products illustrate that marketers often do not recognize or understand consumer needs and that they cannot create a need for products. On the other hand, there are countless examples of products that have succeeded in the marketplace because they fulfill consumer needs. Marketing efforts are generally not designed to change consumer needs but to create or trigger "wants" for products/services that consumers would then purchase to satisfy needs that already exist. Market-oriented companies use consumer research to uncover relevant needs, translate them into "wants" by designing appropriate products and services and position their offerings as satisfying needs and wants better than competitors products / services.

**Questions :**

- a) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals?
- b) "Marketers don't create needs; needs pre-exist marketers." Discuss this statement.
- c) Can marketing efforts change consumers' needs? Why or why not?