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Question Paper Code: CMB401



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA III Semester End Examinations (Regular) - January, 2018

Regulation: IARE-R16

Consumer Behavior

(MASTER OF BUSINESS MANAGEMENT)

Time: 3 Hours

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Define consumer behaviour? Discuss the applications of consumer behavior in different areas. [7M]
- (b) Why is the study of consumer behavior a must for the students of marketing discipline? [7M]
2. (a) Discuss the different steps in the consumer research process. [7M]
- (b) Discuss different targeting strategies used by organizations in the consumer markets. [7M]

UNIT – II

3. (a) Define culture? How do organizations integrate cultural values with their marketing strategy. [7M]
- (b) Define social class? What are the characteristics of a social class? [7M]
4. (a) What are the different roles in the family decision making process? [7M]
- (b) Define reference groups? Discuss in brief different consumer related reference groups. [7M]

UNIT – III

5. (a) Define personality? State few theories of personality. [7M]
- (b) What is perceived risk? What are the different types of perceived risk? [7M]
6. (a) Define motivation? What are the different types of motives underlying consumer buying behavior? [7M]
- (b) What are attitudes? Explain the characteristics of “attitudes” in consumer behavior? [7M]

UNIT – IV

7. (a) What is a diffusion process? What are the factors that affect the diffusion of innovations? [7M]
(b) “In the present age of consumerism, the brand loyalty among consumers have decreased”. State few factors responsible for decreased brand loyalty. [7M]
8. (a) Highlight the factors which increase the level of pre-purchase search in the consumer decision making process? [7M]
(b) Explain in detail the different stages involved in “consumer decision making process”? [7M]

UNIT – V

9. (a) Define ethics in marketing. Highlight some ethical issues in marketing with regard to each of the P's of marketing mix? [7M]
(b) How should a marketer respond to different issues facing a consumer? [7M]
10. (a) To protect the interest of consumers, government enacted a law called consumer protection act 1986, that gives us 6 basic rights. Discuss the 6 basic rights in detail. [7M]
(b) Define Consumerism. Discuss the enduring problems which underlie the “consumerism movement”? [7M]