

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-III : WINTER- 2022

SUBJECT : CONSUMER BEHAVIOUR

Day : Saturday

Time : 02:00 PM-04:00 PM

Date : 17-12-2022

W-22792-2022

Max. Marks : 50

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1 What is meant by buying motives? Discuss its different types by citing appropriate examples. (10)
- Q.2 Write an illustrative note on Howard-Sheth model of consumer behavior. (10)
- Q.3 What are the steps involved in consumer buying decision making process? Explain it in the context of buying a high end laptop. (10)
- Q.4 Which are the factors that influence the consumer behavior in the marketplace? Discuss. (10)
- Q.5 Write short note on **ANY TWO** of the following: (10)
- a) Post purchase evaluation and behavior
 - b) Importance of consumer behavior studies in the field of marketing
 - c) Types of buying behavior
 - d) Maslow's Hierarchy of Needs theory

SECTION-II

- Q.6 A leading fast food chain in Maharashtra is planning to enter in the national market. The target market is the people who are leaving early in the morning to their workplaces/ schools/colleges etc. As a result of this they are unable to have their breakfast in time. Keeping this fact in mind, the company wants to position its menu as ethnic fast food which can be hold by figures and can be eaten while on the move. Explain how the understanding of cultural and subcultural influences can be used for developing effective marketing strategies for the national market. (10)
- Q.7 Critically comment on the Nicosia model of consumer behavior. (10)
- Q.8 A public sector airline service provider is experiencing unfavorable consumers' attitude towards their services. The reason for the same can be attributed to the deficient services provided since last couple of years. Considering this situation, you are required to suggest strategies for changing consumer's attitude towards the said services. (10)

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