

Code No: 763AF**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, February - 2024****CONSUMER BEHAVIOR****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

1. a) What is consumer behavior? How did the field of consumer behavior evolve? [5]
- b) What is Sub culture? What are the characteristics of Sub culture? [5]
- c) Define consumer Motivation. Indicate the various roles motives play in influencing behavior. [5]
- d) Why is it important to understand consumer decision making? [5]
- e) What is meant by “consumerism?” [5]

PART - B**(50 Marks)**

- 2.a) Explain the role of the research process in understanding consumer behavior.
- b) How does consumer behavior manifest in a world of economic instability? [5+5]

OR

- 3.a) Analyze the factors influencing rural consumer behavior and the challenges in rural markets
- b) Elaborate on the concepts of consumer segmentation. How does it differ from target marketing? [5+5]

- 4.a) How may the life style of our social-class market be described?
- b) What type of Social –group power are operative and how may use the power to influence purchases? [5+5]

OR

- 5.a) Discuss the significance of the families in consumer behavior.
- b) Why are the youth and senior-citizen markets characterized as “Sub cultures”? [5+5]

- 6.a) What are the major characteristics of Attitudes?
- b) What methods and problems exist for measuring personality types of our consumers? [5+5]

OR

- 7.a) What is learning? Briefly indicate its importance to understanding consumer behavior.
- b) What is information processing? Distinguish between the various activities that comprise the information processing function. [5+5]

- 8.a) Distinguish between problem recognition under conditions of low involvement and under conditions of high involvement.
- b) What are the various types of search typically undertaken by consumers? [5+5]

OR

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- 9.a) Why should the marketers be concerned with post purchase behavior?
- b) How do consumers contribute to the diffusion of innovations in the market? [5+5]

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- 10.a) Elaborate the significance of consumer safety.
- b) State the roots of consumerism and how it is impact on business practices? [5+5]

OR

- 11.a) Evaluate the ethical considerations in marketing towards consumers.
- b) What is the need for an organization to be responsive to consumers issues? [5+5]

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