

R22

Code No: 783AN

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2024

CONSUMER BEHAVIOR

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) Part- A for 10 marks, ii) Part - B for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART- A

(10 Marks)

- 1.a) Define Targeting and Positioning, [1]
- b) What is 'product positioning'? [1]
- c) Write Stages of decision process in purchases? [1]
- d) Write the role of Social Class in CB. [1]
- e) What is subliminal perception? [1]
- f) Write the importance of Personality in CB. [1]
- g) Brief on Problem Recognition process. [1]
- h) What is post purchase dissonance? [1]
- i) Define Consumer Safety. [1]
- j) Brief on rights of the consumers? [1]

PART-B

(50 Marks)

- 2.a) Explain how market segmentation using the VALS model can help the marketers of fashionable garments products in Indian urban areas.
 - b) How would you describe the behavior of Indian Rural consumers? [5+5]
- OR**
- 3.a) What is behavioral segmentation? Explain with examples.
 - b) What are the problems in marketing an un-segmented market? [5+5]
- 4.a) Define social group. Explain various classifications of social groups with appropriate example.
 - b) Illustrate the Howard Sheth model in brief. [4+6]
- OR**
- 5.a) What are the variables influencing stratification of society into classes in the Indian context? Explain the significance of each of the variables.
 - b) What are the various stages of family life cycle? What is its relevance to consumer behavior? [5+5]
6. Compare and contrast the “need hierarchy theory of motivation” with Herzberg’s theory of motivation in understand the consumer behavior. [10]

OR

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

7.a) Explain multi-attribute attitude model in determining the consumer changing attitudes.

b) Describe the concepts of consumer learning and information processing. [5+5]

8.a) What are the possible outcomes of post-purchase behaviour? How does the feedback help the marketer to improve the customer satisfaction?

b) What are innovation adopter categories? What is its relevance to marketing strategy?

QA QA QA QA QA QA QA Q

9.a) Discuss the various steps in Consumer decision making process.

b) Discuss the factors influencing the post-purchase behavior of consumers. [5+5]

10. Discuss the important government initiatives in India to protect the interests of consumers. [10]

QA QA QA QA QA QA QA Q

11.a) Discuss the ethical aspects of advertising.

b) What is the role of consumer's court in enforcing the rights of the consumers? [5+5]

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