85H (CB)

[19-HBPGKOW–M3S(O) 20M]

MBA 3rd Semester (Old) Exam., 2019 (W)

CONSUMER BEHAVIOUR (MARKETING)

[MBA 16]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What is complex buying behaviour?

(b) What is product differentiation?

(c) What is acquired need?

(d) Define 'consumer reference group'.

(e) State one measure of consumer learning.

(f) State Warner's index of social characteristics.

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Write a short note on purchase behaviour of consumer.

(b) Discuss four social factors which influence consumer behaviour.

(c) Discuss the split-brain theory of consumer behaviour.

(d) Discuss any four types of perceptual distortion.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Discuss how psychological factors influence in consumer behaviour with the help of Maslow's model.

(b) Discuss how personality and perception influence in consumer-buying behaviour. 3+3=6

(c) What is consumer learning? Discuss how marketers use measures of recognition and recall to study the extent of consumer learning. 2+4=6

(d) Write a note on household and family influence on consumer behaviour.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Define 'group'. Discuss in detail how consumer reference groups influence in consumer-buying behaviour. 2+8=10

(b) Discuss different positioning and differentiation strategies adopted by marketer in consumer market.

(c) Discuss the social stratification and marketing strategy.

(d) Explain psychoanalytical model and Howard-Sheth model of consumer behaviour.

(e) What is consumer behaviour? Discuss the post-purchase behaviour of consumers with the help of example. Also state what consumers do if they are not satisfied with their purchase. 2+6+2=10

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