Krishna Kanta Handiqui State Open University
MBA 4th Sem. Examination, 2016
Consumer Behaviour (Marketing)

Time : 3 Hrs. *Full Marks : 80*

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

   (a) What is variety seeking buying behaviour ?

   (b) Define 'Brand Name'.

   (c) State any one procedure to measure consumer learning.

   (d) Define culture.

   (e) What is consumer reference group ?

   (f) What is 'Impulse purchase'?

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

   (a) Discuss any four social factors which influences consumer behaviour.

   (b) Discuss the Trait theory of personality.

   (c) Discuss how the principle of classical conditioning theory be applied to the development of marketing strategies.

   (d) Write a short note on influence of Indian culture on marketing strategies of MNCs.

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

   (a) Discuss the 'Howard-Sheth Model' of consumer behaviour.

(b) Discuss the differentiation strategy adopted for product, price and promotion.

(c) Discuss different elements of perception. What is Just Noticiable Difference ?

(d) What are the different types of reinforcement ? Discuss how it influences consumer behaviour.

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

(a) Discuss the 'data collection process' and 'survey method' of consumer research.

(b) What is personality ? Discuss how personality influences consumer behaviour. Discuss the concept of 'Brand Personality'.

(c) What is consumer learning ? Discuss two relevant theories of consumer learning.

(d) Discuss how the following elements influences consumer behaviour.

(i) Family and household

(ii) Celebrity and other reference group.

(e) Discuss different stages of consumer buying process. Discuss the post purchase satisfaction and post purchase action of consumer behaviour.

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