

Code No: MB1636/R16

MBA III Semester Supplementary Examinations, March-2022

CONSUMER BEHAVIOR

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Define consumer behavior. Explain the various models of consumer behavior. | 6M |
| b | Explain about Webster and Wind Model of buyer behavior | 6M |
| 2. a | What is Culture? Explain Cross Cultural understanding of Consumer Behavior | 6M |
| b | What is consumer motivation? Give one example for each of rational motive and emotional motive? | 6M |
| 3. a | Explain the concept of purchase process and post purchase behavior. | 6M |
| b | Elaborate the process of Designing persuasive communication and Diffusion of Innovations. | 6M |
| 4. a | Describe the efforts of consumer advocacy groups to protecting consumers. | 6M |
| b | What is Consumerism? Explain the roots of Consumerism. | 6M |
| 5. a | Describe the benefits of consumer protection Act 1986 to the Indian Consumer. | 6M |
| b | Write about various consumer disputes redressal agencies. | 6M |
| 6. a | What is Consumer Privacy? Explain the Legislative Responses to Consumerism. | 6M |
| b | How memory personality and self-concept will influence consumer decision making? | 6M |
| 7. a | What is learning? Explain the differences between cognitive learning and behavioral learning. | 6M |
| b | What is information processing? Explain the role of information processing in consumer decision making process | 6M |

8. **CASE STUDY** 12M

Now-a-days children who are lured by advertisements are pressing their parents to eat out. This motivates entrepreneurs to start fast food restaurants. These restaurants serve busy customers who like to satisfy their hunger quickly and also enjoy the variety of food items offered. That is why fast food restaurants are very popular in all towns and cities.

A leading restaurant in Madurai seeks to know the opinion of the customers over the services rendered by it. Conduct a survey using structured questionnaire and tabulate the results.

Questions:

- i. What are the traits over opinion may be sought from respondents?
- ii. Give your conclusions of the study.
