

**Code No: MB1636/R16**

**MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019**

**CONSUMER BEHAVIOR**

**Time: 3 Hours**

**Max. Marks: 60**

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

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|----|---|--|----|
| 1. | a | What is Consumer Behavior? Discuss the evolution of Consumer Behavior.   | 6M |
|    | b | Explain any two models of Buyer Behavior.  | 6M |
| 2. | a | What is Motivation? Discuss any two important theories of Motivation.  | 6M |
|    | b | Explain the role of demographic factors in influencing Consumer Behavior.  | 6M |
| 3. | a | Discuss the process of Consumer Decision making with an example.   | 6M |
|    | b | Define Brand Loyalty and discuss the factors influencing Brand Loyalty.  | 6M |
| 4. | a | What are the measures to be taken for Consumer safety?   | 6M |
|    | b | Write about Consumerism and describe the roots of Consumerism.   | 6M |
| 5. | a | Mention the functions of National Consumer Disputes Redressal Commission.  | 6M |
|    | b | What are the Consumer Disputes Redressal Agencies? State the importance of Consumer Disputes Redressal Agencies. | 6M |
| 6. | a | Discuss the components of Attitude and state the role of Attitude in influencing the Buyer Behaviour.            | 6M |
|    | b | Describe the importance of evaluating post purchase process.   | 6M |
| 7. | a | Explain Sheth Industrial Buyer Behaviour Model.  | 6M |
|    | b | What are the Reference Groups? State the influence of Reference groups in effecting Consumer Behaviour.          | 6M |

8. CASE STUDY

12M

To attract potential consumers into automobile showrooms GM, Chrysler, and Ford have each used buyers rebates and other promotions estimated to be about \$4000 per vehicle. In contrast, rebates and promotion from European auto brands are averaging about \$ 2300 and Asian brands are offering about &1700 per vehicle. Compared to a year ago, this represents an increase of 8.9 percent for domestic and Asian brands and a decrease of 15 percent for European brands.

A component of the current promotions employed by the three major domestic car companies is a one price approach, GM started the ball rolling with their “GM Employee Discount for everyone promotion and Ford followed with its Ford family plan and Chrysler followed with its “Employee Pricing Plus. Rather than haggling with the car dealer over price, the consumer is expected to walk into the dealership and accept the price that employees of the car manufacturer would pay if they were purchasing the vehicle.

i. In terms of Consumer attitudes, should automobiles be sold using a one –price approach? Why or why not?

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