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**III Semester M.B.A. Examination, May 2022**

**(CBCS – 2014-15 Scheme)**

**MANAGEMENT**

**Paper – 3.4.2 : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries **5** marks :

**(5×5=25)**

1. Discuss the individual determinants of consumer behaviour.
2. What is consumerism ? Explain the effects of consumerism with examples.
3. Explain how cultural factors influence consumer behaviour in the Indian context.
4. Explain in brief the family consumption related roles with examples.
5. What are consumer needs ? Explain the different types of consumer needs with examples.
6. Explain the Desires Congruency Model.
7. Explain the steps involved in Organizational Buying Decision Process.

**SECTION – B**

Answer **any three** questions, **each** carries **10** marks :

**(10×3=30)**

8. What is consumer complaint behaviour ? As a marketer what strategies would you adopt to deal with consumer complaint behaviour ? State and explain with examples.
9. Explain the Howard Sheth model of decision making. Discuss its implication to consumer behaviour.
10. Explain the buy grid model of organizational buying.
11. Explain the steps involved in family decision making process and its impact on individuals buying behaviour.

P.T.O.



## SECTION – C

**Compulsory question :****(15×1=15)****12. Case Study :**

Ramesh Sikand and his family lived in a comfortable 2-bedroom flat in a respectable locality in a large city. He was employed with a general insurance company in a supervisory capacity. His wife, Sumita was a teacher in an English medium public school. Both their children, Rachit aged 10 and Sarita aged 8 years, were studying in the same school where Sumita was employed.

Just before Diwali in 2002, one Friday evening the family went shopping. Besides clothes for children and few other things, they bought a twenty-seven Liter excel microwave oven from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that every day their mom would give them school tiffin boxes packed with noodles and other Chinese food.

To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand-new microwave oven. Both her friends observe her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the shortage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready.

Ramesh said, "It was my idea to buy a microwave". Sumita said, "Why ? You have forgotten. It was I who two years ago during exam time suggested that it would be good if we buy a microwave". Both of them were trying to take credit for the purchase. Finally, both of them agreed that the idea to buy the microwave was discussed after they attended the dinner at a friend's place where for the first time, they saw a microwave in operation.



One of Sumita's friends asked, "why did you buy this particular brand ? I have read in the newspaper just a few days back that there are attractive schemes on some brands". Sumita and Ramesh spoke simultaneously, "in fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers". Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider. Ramesh said, "whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand". Sumita said, "About schemes you are right. We too got a set of three bowls to be used for microwave cooking. Besides we have paid just a thousand rupees and the rest would be paid in fifteen interest free instalments. There is an extended warranty of three years and if we are not satisfied with the machine, we can return it within the first 30 days of purchase and no questions asked. Our 1,000 rupees would be refunded in cash".

One of Sumita's friends said, recently one of my relations in Delhi told me her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave. Ramesh said " I don't know what to say about your relations experience. What information we could collect goes quite in favor of this brand. Those who recommended it have had few years use experience without any complains". Sumita's friend said, "you may be right Ramesh. But one thing we all know is that these are machines and they are not perfect. Excellent cars with unmatched reputations like BMW, Rolls Royce and Mercedes too, needs repairs". She smiled and said haven't you heard of murphy's law, if a thing can go wrong, it will.



At about 10:30 PM, the friends thanked Sumita and Ramesh and congratulated them for owning a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe but it would be embarrassing if they had made a wrong choice. They agreed to discuss the matter with some of their experienced friends.

**Questions :**

- 1) Discuss whose decision it was to buy a microwave oven and when was the purchase decision made ?
- 2) What factors influenced the purchase of microwave oven ?
- 3) What is likely to be the post purchase behaviour in this case and what is the significance of such behaviour for the marketer ?