



10927

III Semester M.B.A. Examination, May/June 2023

(2018 – 2019 Onwards)

MANAGEMENT

Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **5** marks. **(5×5=25)**

1. What is innovation ? Discuss diffusion of innovation.
2. How culture is differentiated from sub-culture ?
3. Why are the models adopted to study consumer behavior ?
4. What are the different stages of the Family Life Cycle ?
5. State the implications of learning in consumer behaviour.
6. How does communication affect consumer behavior ?
7. Describe the Tricomponent attitude model in detail.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Elaborate Howard-Sheth model of consumer behaviour.
9. Socialization is helpful to individuals in determining his/her Consumption Criteria. Elaborate and illustrate.
10. Design a mailing questionnaire for surveying the psychological variables involved in purchase decision of individual consumers.
11. Define perception. Discuss the role of extrinsic cues and intrinsic cues in the perceive quality of a product.

P.T.O.



SECTION – C

12. **Compulsory** question.

(1×15=15)

Marketers are now working to harness the new-found communications power of their everyday customers by turning them into influential brand ambassadors, companies like Samsung, Infosys and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands.

Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched. One such success story was Samsung. Samsung used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Out of 2000 or more online applicants, Samsung picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lessons on how to use them. They were encouraged to show the camera to friends, associates and anyone else who asked handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Samsung micro site.

Questions :

- a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought products and services ? How would your answer change if the product in question was detergent or cooking oil ?
- b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed ? Justify your answer.
- c) Discuss the significance of reference groups and its implications in marketing.