



A.
III Semester M.B.A. Examination, April/May 2022
(CBCS) (2014 – 15 and Onwards)
MANAGEMENT

Paper – 3.4.2 : Consumer Behavior */MKT.*

Time : 3 Hours

Max. Marks : 70

SECTION – A



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

1. Explain the significance of consumer behavior in marketing.
2. Explain the theories of Personality.
3. Explain how the family group influence consumer behavior.
4. Elaborate consumer perception and what is the effect of the same on buying behavior ?
5. Explain the model of high and low involvement of the consumer in the purchasing process.
6. Discuss the post-purchase behavior of a consumer.
7. What is J.N.D. ? Discuss three marketing situations where it can be used.

SECTION – B

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

8. Explain briefly the five stages in the consumer buying decision process. What is the utility of consumer buying behavior model in case of
 - Entertainment service
 - A luxury car
9. Explain in detail Howard – Sheth model of buyer decision making.
10. Explain the purchase decision process in detail.
11. Write a short note on :
 - a) Consumerism
 - b) Desires Congruency model.



SECTION – C

12. **Compulsory** – Case study.

(1×15=15)

Pasteurized Milk Ultra High Temperature (UHT) treated pasteurized milk is being sold in tetra packs and these packs have a shelf life of three months without ₹ refrigeration. The Tetra Brick Aseptic (TBA) with 4.5 tab content costs around 20 – 24 per liter. Tetra Find Aseptic (TFA) packs which could preserve milk for 45 days cost about 40% lower than TBA packs. Vijaya uses TFA and the price per liter is ₹ 19 inspite of the advantage of these kinds of tetra packs, consumer in India have been used to boil milk for generation and may not appreciate the fact that 23 pasteurized milk need not be boiled (even the pouches which are pasteurized milk and refrigerated). Secondly, there is also the taste factor associated with boiling. Tetra packed milk was introduced as early as 1980 by the manufacturers of Amul (GCMMF) but the product didn't catch up. But changing life styles and poor costs (required for refrigeration) may encourage consumer to try this product under the present day context. Tetra pack India is attempting to create awareness about the benefits of tetra pack milk. The Annual production of milk around 72 billion litres per annum and out of this only about 12% is packaged.

Questions :

- 1) How would you use consumer behavior principles to formulate a communication plan for tetra packed milk ?
- 2) Suggest a suitable strategy for marketing the product.