



6
III Semester M.B.A. (Day and Eve.) Examination, June/July 2024

(CBCS) (2022 – 23)

MANAGEMENT

Paper – 3.4.2 : Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Define the concept of consumer behavior and explain the need for its study.
2. What is social class ? How is it measured ? What role social stratification plays in formulating marketing strategy ?
3. Explain how attitudes are formed and the factors that influence attitude change in consumers.
4. How can marketers use classical conditioning principles to create brand associations ?
5. What are the determinants of consumer involvement in a buying situation ?
6. What are the different roles played in organizational buying decision process ?
7. How do opinion leaders influence consumer behavior ? Discuss strategies that marketers can use to target opinion leaders in their marketing campaigns.

SECTION – B

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

8. Discuss, how a marketer can use the consumer decision process in formulating marketing communication.
9. Explain, how diffusion of innovation take place ? Explain how the environmental factors influence the diffusion process.
10. Describe the Engle-Kollat-Blackwell model of consumer decision-making. Outline the key components and stages of this model and explain how it helps marketers understand consumer behavior.

P.T.O.



11. Write a short note on :

- a) Post purchase behavior
- b) Consumerism.

SECTION – C

12. **Compulsory** – Case study.

(1×15=15)

ABC Electronics Ltd. was a company established in 1983 by Mr. Manoj Kumar and over the years had emerged as one of the leaders in the growing segment of the electronics and home appliances market in India. Currently it has a market share of 30% of the home appliances market. Its product strategy has been to offer a wide range, right from mono stereo, two in ones and sophisticated music systems to televisions, refrigerators, washing machines, ovens and microwave ovens. ABC's marketing strategy also included offering the above products so as to match the needs and budget of the middle and upper middle classes.

In 1991, Prasad, son of Mr. Manoj Kumar, took over as the Managing Director of the company. Seeing the intense competition in the post liberalization scenario, Prasad was keen to follow the principle that once you have decided on your target customer, you follow him/her relentlessly with attractive offerings. In 1994, he developed a well focused promotion and distribution strategy. The promotion strategy involved an advertising budget of Rs. 10 crores, a special training program for the sales force and offering freebies and various other sales promotion techniques. In terms of distribution, Prasad selected exclusive showrooms and franchisees to display their wide range of products. The location of the exclusive retail outlets was also selected so as to match the perceptions of the consumers as an "exclusive showroom" for them. However, even after two years of implementing the new promotion and distribution strategy, the sales of ABC Electronics did not pick up to the extent that the company thought it would. Prasad then directed the marketing manager to conduct a study of other retail outlets to know the trend. The results revealed that there was a change in consumers' perceptions regarding purchasing consumer durables. There seemed to be a preference for purchasing goods from multi brand, rather than from single brand outlets.

Questions :

- a) Where do you think Prasad went wrong in his analysis of consumer behavior ?
 - b) Discuss the change in the role of the consumer today, as compared to the consumer five years ago.
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