

Code No: MB1636/R16

MBA III Semester Regular Examinations, Nov-2017

CONSUMER BEHAVIOR

Time: 3 Hours

Max. Marks: 60

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

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| 1. | a | Define Consumer Behaviour and Explain the determinants of Consumer Behaviour? | 6M |
| | b | Explain the Howard and Sheth model of Consumer Behaviour? | 6M |
| 2. | a | What do you mean by Perception? Explain the Marketing strategies based on Consumer Perception. | 6M |
| | b | Describe the purpose for segmenting the market and explain the criteria for market segmenting? | 6M |
| 3. | a | Explain the Socio-Cultural factors that affect the Consumer Behaviour. | 6M |
| | b | What do you mean by Attitude? Explain how it is measured. In what way it is useful for studying consumer behavior? | 6M |
| 4. | a | What is Branding? Explain the advantages of Brand Loyalty for a Marketer? | 6M |
| | b | Explain the Consumer decision making process. How do marketers study the post purchase behaviour of consumers? | 6M |
| 5. | a | What are the components of Communication process? Explain in detail. | 6M |
| | b | Describe the roots of Consumerism. Explain the legislative responses of consumerism. | 6M |
| 6. | a | What are the various councils available for consumer protection under Consumer Protection Act 1986? | 6M |
| | b | What are the various measures taken by Government for safeguarding the consumer safety? | 6M |
| 7. | a | Describe the role of Consumer disputes redressal forum in dealing with consumer issues. | 6M |
| | b | Write a short notes on | 6M |
| | | i) Consumer analysis | |
| | | ii) Consumer protection | |
| | | iii) Post purchase behavior | |

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8. **Case Study:** Procter & Gamble (P&G) is offering a number of different products and/or product versions over the internet that you can't buy at your retail store. But a consumer can go to the Procter & Gamble web site(www.pg.Com) and under 'services and offers' tab, a consumer can click on Try and Buy. Then, for a number of products, P & G will offer sample, a cents-off coupon, or the ability to purchase the actual product online. If the purchasers of a new item offered on the website give it great reviews, then P &G will consider making the product available in retail stores. 12M

Although P & G only began testing products online in 1998, the company already is doing 40 percent of its 6,000 products tests and related research projects online. One successful new product that was launched as a result at online testing is Crest White strips, a home tooth-bleaching kit. Despite its \$44 retail price, P & G was able to sell 144,000 whitening kits online over an eight-month period, thereby providing evidence that the public would not balk at the product's rather steep price when the product was finally introduced nationally into retail stores, consumers spent almost \$50 million on kits in the first three months.

Question:

1. What personality traits do you believe many of the consumers who buy and try products found on the Procter & Gamble website might share in common?

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