

CBCS SCHEME

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MBAMM1301

Third Semester MBA Degree Examination, Dec.2018/Jan.2019 Consumer Behaviour

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

- | | | |
|---|---|------------|
| 1 | a. Differentiate between Surrogate buyers and purchase aids. | (02 Marks) |
| | b. State the views of consumer decision making. | (06 Marks) |
| | c. Describe the functions of family and express the roles of family in purchase decisions. | (08 Marks) |
| 2 | a. Outline the significance of studying consumer behaviour for marketers. | (02 Marks) |
| | b. Examine the rights of the consumers. | (06 Marks) |
| | c. Explain the steps in consumer research process. | (08 Marks) |
| 3 | a. Write the application of e – CRM in today's marketing context. | (02 Marks) |
| | b. Explain Tri – component – Attitude model, with example. | (06 Marks) |
| | c. Describe message structure and presentation to be taken care of by the marketers in designing the message. | (08 Marks) |
| 4 | a. Evaluate the significance of market mavens. | (02 Marks) |
| | b. Describe unique characteristics of Indian Consumers. | (06 Marks) |
| | c. Elaborate Nicotia model of consumer behaviour by highlighting four fields. | (08 Marks) |
| 5 | a. List the various elements of leading. | (02 Marks) |
| | b. Explain diffusion of innovation by identifying the four basic elements of diffusion process. | (06 Marks) |
| | c. Discuss the role of 'Opinion leaders' in influencing the purchase behaviour. | (08 Marks) |
| 6 | a. What is 'Brand personification'? | (02 Marks) |
| | b. Discuss the application of Maslow's hierarchy of needs from the point of view of consumer behaviour. | (06 Marks) |
| | c. Illustrate the social class categories in India by identifying the ways to measure social class. | (08 Marks) |
| 7 | a. What are the types of perceived risks for the consumer? | (02 Marks) |
| | b. Discuss the strategies marketing applications of classical conditioning. | (06 Marks) |
| | c. Explain Freudian theory of personality in influencing consumer's attitude and behaviour. | (08 Marks) |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. Q.3 = 50, will be treated as malpractice.

Consumer Behavior Question Paper

TD Snyder



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1986 AMA Educators' Proceedings American Marketing Association, 1986 **Journal of Business Research** , 1981
Ubiquitous Technologies for Human Development and Knowledge Management Rahman, Hakikur, 2021-04-23 In recent decades digital technologies have permeated daily routines whether at school at work or during personal engagements Stakeholders in education are promoting innovative pedagogical practices the business sector is utilizing updated processes Even the public is improving their lifestyles by utilizing innovative technology In a knowledge construction setting technology becomes a tool to assist the user to access information communicate information and collaborate with others towards human development and knowledge management In this context ubiquitous computing has emerged to support humans in their daily life activities in a personal unattended and remote manner Ubiquitous Technologies for Human Development and Knowledge Management serves as an authoritative reference source for the latest scholarly research on the widespread incorporation of technological innovations around the globe It examines how the application of ubiquitous computing technologies affects various aspects of human lives specifically in human development and knowledge management The chapters demonstrate how these ubiquitous technologies networks and associated systems have proliferated and have woven themselves into the very framework of everyday life It covers categorized investigations ranging from e governance knowledge management ICTs public services innovation and ethics This book is essential for ICT specialists technologists teachers instructional designers practitioners researchers academicians and students interested in the latest technologies and how they are impacting human development and knowledge management across different disciplines Working Paper Series , 1995

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