

# MBA 3611

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

Marketing

Paper XI — CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

I. Answer any FIVE of the following.

1. Discuss the buyer-decision process for new products.
2. What is the impact of self concept and consumer behaviour? Discuss briefly.
3. Explain opinion leadership in detail.
4. Define organisational buying. Elucidate the models of organisational buyer behaviour.
5. "Learning theory can be used to explain behaviour and to control behaviour" – Explain the validity of the statement.
6. Define the various meanings of personality.

7. Describe the various characteristics of Effective segmentation.

8. Explain the different types of purchase Decision Behaviour.

**PART B — (5 × 10 = 50 marks)**

II. Answer any FIVE of the following :

9. Describe various consumer behaviour models.

10. How Environmental, cultural and social influences affect consumer behaviour?

11. Discuss David Mc clelland's Achievement motivation theory.

12. Explain different theories of personality.

13. What are the basis for Market segmentation.

14. Explain the various legislative measures taken by the Govt. to protect the consumers.

15. What are consumer rights? Explain.

16. Write an essay on marketing communication.

**PART C — (1 × 20 = 20 marks)**

**Case Study — Compulsory Question.**

17. What patronage motives influence your choice of the following?

(a) Restaurant

(b) Movie Theatre

(c) Department Store

(d) Sporting goods store and

(e) Shoe Store.

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