

Academic Year: 2011-2012

Subject: Consumer Behaviour

Date: 3.1.2012

Semester II

Course New

Marks: 70

Time: 11.00 a.m to 2.00 p.m

Question (1) Attempt any 2 out of 5

10 Marks

- a) Various kinds of surveys
- b) Factors influencing consumer behaviour
- c) Explain the influence of culture on consumer buying behaviour
- d) Define Consumer Behaviour and explain its significance.
- e) Supply of Goods and Services Act, 1982

Question (2) Write Short notes on any 2 out of 5

10 Marks

- a) Cognitive Dissonance theory
- b) Barriers to adoption of innovation
- c) Nominal decision-making
- d) Howard-Sheth model
- e) Consumer Protection Act, 1986

Question (3) Attempt any 3 out of 5

30 Marks

- a) Discuss the differences between the rural and urban consumers with examples.
- b) Explain consumer decision process in detail
- c) Explain parent-child influences on decision making process with examples
- d) Adding an alternative can sometimes cause decision conflict and can sometimes reduce decision conflict. Give an example of how adding an alternative might increase conflict and affect choices, and give an example of how adding an alternative might reduce conflict and affect choices
- e) Explain the methods used in data collection for marketing research.

Question (4) Case Study (Make necessary assumptions)

20 Marks

Madhavan Raj, a professor in an engineering college, had recently upgraded to a new and more spacious car. He had spent a lot of time researching the various cars in that range before zeroing in on the Maruti Suzuki Ritz. However, barely a few months after the purchase, there was a drop in the price of the model he had bought. Madhavan then began to wonder whether he had made the right choice...

Questions for Discussion

1. Discuss in detail the buying decision process that Madhavan went through before purchasing his new car? What actions can marketers take to influence the buyer decision process?

2. Does Cognitive Dissonance exist in the case of Madhavan? If so, why? What methods do consumers like Madhavan follow to reduce the same and what actions can marketers take to reduce the dissonance?