

6. What do you mean by personality? What are the three personalities?

7. How is perceptual mapping used in consumer research? Why are marketers forced to reposition their products?

8. "Think Globally, Act Locally" – Discuss.

SECTION B — ( $5 \times 10 = 50$  marks)

Answer any FIVE questions.

9. What are the different types of purchase decisions? What kinds of marketing and socio cultural factors will influence consumer decision making?

10. What do you mean by motivation? How is it relevant to consumer behavior? What are the types of motivational conflicts?

11. Discuss in detail behavioral learning theories.

12. Explain opinion leadership and the dynamics of leadership process and also elucidate the motivations behind opinion leadership.

13. What is meant by market segmentation? What are the different bases of market segmentation?

14. Discuss the need for consumerism. Explain consumer rights and marketers' responsibilities.

15. How do new products, services and ideas spread through population? Why are different types of people more or less likely to adopt them?

16. What are the characteristics of diffusion innovation?

SECTION C — ( $1 \times 20 = 20$  marks)

Compulsory

17. Describe how a manufacturer might use knowledge of the following product characteristics to speed up the acceptance of pocket size cellular phone :

- (a) Relative advantage
- (b) Compatibility
- (c) Complexity
- (d) Trialability
- (e) Observability.

**MBMM 3001/**  
**GN 3001/MBLC 1005**

M.B.A. DEGREE EXAMINATION,  
DECEMBER 2014/JANUARY 2015.

Third Semester

Marketing

CONSUMER BEHAVIOR

(2012-13 Batch onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What do you mean by consumer behaviour?  
Discuss the need for study of consumer behaviour.
2. Explain the role of children in the decision making process of the family.
3. Identify and specify the three stages of perception.
4. How does culture influence consumer behaviour?
5. Explain and illustrate Maslow's Need Hierarchy Theory.