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Question Paper Code: CMB401



**INSTITUTE OF AERONAUTICAL ENGINEERING**  
(Autonomous)

MBA III Semester End Examinations (Regular) - November, 2018

Regulation: IARE-R16

**CONSUMER BEHAVIOR**

**Time: 3 Hours**

**(MBA)**

**Max Marks: 70**

**Answer ONE Question from each Unit**

**All Questions Carry Equal Marks**

**All parts of the question must be answered in one place only**

**UNIT – I**

1. (a) Explain the reasons for development of market segmentation. [7M]  
(b) Discuss the comparison between Business to consumer research (B2C) and Business to Business (B2B) research. [7M]
2. (a) Explain the need and importance of consumer behavior to business managers. [7M]  
(b) Discuss in detail different stages of the development consumer behavior. [7M]

**UNIT – II**

3. (a) Describe the type of promotional message that would be most suitable for each of the following personality market segments and give an example of each: [7M]  
(i) highly dogmatic consumers  
(ii) inner-directed consumers.  
(b) Discuss a simple model of socialization process in the consumer behavior. [7M]
4. (a) Discuss how culture and subculture influences consumer buying behavior. [7M]  
(b) Think about the influence of reference groups to consumer behavior. Introduce one informal and one formal primary group that you belong to and contemplate its influence in your own consumption. [7M]

**UNIT – III**

5. (a) Discuss Classical Conditioning theory and its relevance to CB. [7M]  
(b) Contrast the major characteristics of the following personality theories: [7M]  
i) Freudian theory  
ii) neo-Freudian theory  
iii) trait theory.  
In your answer, illustrate how each theory is applied to the understanding of consumer behavior.
6. (a) Describe the nature of perception and its relationship to consumer memory and decisions. [7M]  
(b) A marketer of health foods is attempting to segment a certain market on the basis of consumer self-image. Describe the four types of consumer self-image and discuss which one(s) would be most effective for the stated purpose. [7M]

#### UNIT – IV

7. (a) Explain the concept of diffusion of innovation with suitable examples. [7M]  
(b) What type of decision rule would a consumer most likely use, when selecting between smartphone brands? How could they use such a rule? [7M]
8. (a) Discuss the different views of consumer decision making with relevant examples. [7M]  
(b) Explain in detail the different types of purchases with relevant examples. [7M]

#### UNIT – V

9. (a) What is 'Consumerism'? Explain the significance of 'Consumerism' in Marketing. [7M]  
(b) How consumer complaints can be useful asset to a company? Explain [7M]
10. (a) Explain the marketer responses to consumer issues in detail. [7M]  
(b) Discuss in detail the responsibilities of a consumer in Indian market. [7M]