



QP CODE: 24802904



Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB810408 - CONSUMER BEHAVIOUR

2019 Admission Onwards

63BECD3F

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. Define an industrial consumer.
2. What Is the Evaluation Of Alternatives?
3. What is visual communication?
4. What is product disposition?
5. What is Acculturation?
6. What is a Family group?
7. What are the characteristics of Indian consumer?

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. Explain the factors influencing the extent of problem solving. Give an example of each of the factors affecting the degree of involvementn Perception.
9. Discuss the characteristics and uses of Howard- Sheth model.
10. Briefly explain the factors that can influence the effectiveness of classical conditioning.
11. Summarise the factors thar can influence the relationship between attitudes and behaviour and identify the practical difficulties associated with effective measurement of the relationship.
12. How does communication affect the consumer behavior?





13. How can the basic concepts of social interaction and groups dynamics contribute to the development of effective marketing campaign? Use examples to support your recommendations.
14. What are the consumer rights in India?

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Explain the pre purchase process involved in consumer buying .
16. Explain the consumer safety and protection measures.

Compulsory Question

17. Jyoti had given her branded laptop for servicing to an authorized service centre to repair a damaged USB port. The laptop was to be given the next day, but when she went to take it that day, she was told that it was not ready. Jyoti had to wait for four more days before she was finally given her laptop. Because she was in a hurry while receiving the repaired laptop, she did not check the workings of the laptop at that time. On reaching home and switching on the laptop, she noticed that that LCD display had become problematic. The next day, she again went to the service centre and reported the display problem. Jyoti was aghast when she was informed that as she had signed the delivery documents, the service centre cannot take responsibility for the display problem. She was asked to fill up a fresh service requisition form to get the problem rectified and further was told that all expenses incurred in rectifying the problem had to be paid by her. (a) Do you think that After Sales Service through a third party is a cause for concern? Justify. (b) There seems to be a breach of trust in the given caselet. How is breach of trust related to quality of service? (c) In the context of the given caselet, formulate a Quality Service Policy to ensure customer satisfaction.

(2×10 = 20 Marks)

