

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017  
MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year - Third Semester  
(Marketing Group)  
Consumer Behavior

3MBA I

Time : 3 Hours

Max Marks : 70  
Min. Marks : 28

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- Note : (i) Attempt Any Four from section “A”  
(ii) Attempt Any Three from section “B”  
(iii) Section “C” is compulsory.
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SECTION – “A” (Any four)

- Q.1. Write short notes: (Any four)
- (i) Steps in consumer buying decisions
  - (ii) Gifting behaviour
  - (iii) Diffusion of innovation
  - (iv) VALS system of classification
  - (v) Applications of consumer behavior in marketing
  - (vi) Culture and sub- culture

SECTION – “B” (Any Three)

3 × 12 = 36

- Q.2. Critically examine the Howerd sheth model of buyer behavior with suitable example.
- Q.3. Explain the concept of classical conditioning and operant conditioning in the context of theories of learning.
- Q.4. The influence exerted by a group depends on the type of reference group it is. In this context, elaborate on the four general types groups, giving examples of products/ services for each.
- Q.5. Discuss the stages of a family life cycle. Explain the consumption patterns of families in different cycle stages.

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Q.6. Define personality. Explain the stages in development of a personality along with suitable example.

**SECTION – “C”**  
**(Compulsory Question) 14**

Q.7. Analyse the given case and answer the questions given below.

ABC is in the business of herbal cosmetics since 1984, with an objective of becoming a one roof solution for all beauty and cosmetic products. It provides a wide range of beauty cosmetic products strictly prepared with herbal ingredients. Its product range spans hair care, skin care body/ face/ hand/ foot care products recently it has ventured into health care with the introduction of 2 products – AMRIT TUMBLER- a water tumbler that will help control blood pressure, reduces cholesterol and also purifies blood and SLIM TUMBLER- a water tumbler with a presence of Vijaysar. (a natural ayurvedic herb that controls sugar and burns fat.

**Questions:-**

- (i) What steps the ABC company should take to form the Consumer attitudes towards their new 2 products?
- (ii) Suggest an appropriate promotional strategy for AYUR’s “health care tumblers” looking at the perception. Related barriers people may have against this form of product.

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