

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Summer 2018-19 Examination**

**Semester: 3****Date: 04/05/2019****Subject Code: 06203201****Time: 2:00 pm to 4:30 pm****Subject Name: Consumer Behaviour****Total Marks: 60****Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Question 1: Do as directed****A) Multiple choice type questions/Fill in the blanks.****(05)**

1. Which of the following concepts works in favour of consumer the most?
  - a. Product concept
  - b. Production concept
  - c. Selling concept
  - d. Marketing concept
2. Needs arising in consumer due to his/her association with certain cultural groups is called?
  - a. Innate needs
  - b. Natural needs
  - c. Environmental needs
  - d. Acquired needs
3. What type of segmentation would have following criteria: outdoors enthusiasts, status seekers, economy-minded, and, couch potatoes (lazy)?
  - a. Demographic segmentation
  - b. Benefit Segmentation
  - c. Psychological Segmentation
  - d. Psychographic Segmentation
4. The psychological factors influencing consumer behaviour are:
  - a. motivation, perception, learning, beliefs and attitudes
  - b. culture, subculture, social class
  - c. reference groups, family, roles and status
  - d. All of the above
5. Supplier search is the first stage of the business buying process.
  - a. True
  - b. False

**B).Define the following. (Each of 1 mark)****(05)**

1. Family Group
2. Innovation Diffusion
3. Motivation
4. Self Image
5. Market Segmentation

**C).Direct questions. (Each of 1 mark)****(05)**

1. What are different ways of obtaining Primary Data?
2. What is Selling Concept philosophy?
3. Describe In-Depth Interview
4. What is High Involvement Products?
5. What is Cognitive Dissonance?

**Q.2 Answer the following questions.**

**A.** Why is Market Segmentation important to marketer with respect to Consumer's Behaviour in a macro market scenario? **(07)**

**B.** Define Consumer Perception and Consumer Attitude. Briefly explain how Consumer Perception can affect Consumer Attitudes. **(08)**

**Q.3 Answer the following questions.**

**A.** Explain Cognitive Dissonance Theory in brief. **(07)**

**B.** Explain any one Consumer Decision Making Models of your choice in brief. **(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

**(15)**

**1.** Globally, the term, 'marketing' is not a new phenomenon. It has become the focal point of any business. No commodities can move from a production point to a consumption point without putting the marketing machinery at work. The consumers aim at attaining optimum consumer surplus, be it durables or non-durables, while making such purchases to satisfy their wants. Conversely, the marketers do constantly strive for maximization of profit margin for their survival and growth in the long run. These twin paradoxical ends (producers and consumers) must reach a compromise at a point entailing a profitable and satisfactory exchange of goods. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently. There are in-numerous factors inducing their buying behaviour of consumers even in brand preferences of durables. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In India, many studies have been undertaken by various researchers on varied products in fits and starts.

Under these circumstances, what do you think are the factors responsible for alteration in Consumer's Behaviour?

**2.** Write short note on any one statistical method for data analysis.

**3.** Define Culture. Explain Sub-Culture with example and explicate how Culture plays role in shaping Consumer Behaviour with example.

**4.** A manufacturer of new product for 'Face Wash' would like to investigate the effects of package design and label information on consumers' perceptions of the product and their purchase intentions. Would you advise the manufacturer to use observational research or Survey? And Why?