

VPM's  
Dr. VN BRIMS, Thane  
Programme: MMS (2013-15)  
Third Semester Examination October/November 2014

MMS-III Subject Marketing		Consumer Buying Behaviour (CBB 03)	
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	2 Hours
Total No. of printed pages	1	Date	08.11.2014

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

**Q1) 10 Marks (Compulsory)**

Explain, with the help of examples, the link between consumer behaviour and the marketing concept of segmentation, targeting and positioning (STP).

**Attempt any TWO from the remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) McDonalds has recently recruited you for a marketing position. You have to prepare a psychographic profile of consumers visiting the McDonalds outlet in near Thane station.
- b) What do you mean by the concept of 'Attention'? How do marketers get consumers' attention?
- c) Explain how any one of the following principles of learning can be applied to the development of marketing strategies. a) Classical conditioning b) Instrumental Conditioning

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Name the levels in Maslow's hierarchy of needs and give examples of marketing appeals used by marketers for each level.
- b) Discuss the statement "Marketers don't create needs; needs have existed before marketers..." Can marketing efforts change consumer needs? Why or why not? Can they create needs? If yes, how?
- c) Describe the Id, Ego and Superego and tell how they work together according to Freud's Theory.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Sohan and Prerna are a young couple with a three year old child. They plan to buy a car. What are the various the steps involved in their decision – making process?
- b) Explain any two of the multiattribute attitude models using examples.
- c) Describe a situation when you formed an attitude towards a product or brand on the basis of personal influence.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How have smart phones changed consumers' lifestyles?
- b) A culture is a society's personality. If your culture were a person how would you describe its personality traits?
- c) What do you mean by diffusion of innovations? Explain with an example.