

**CBB 03***Consumer Buying Behaviour*

Roll No.

Total No. of Printed Pages: 1

Total No. of Questions : 5

Maximum Marks : 30

Duration (hrs.) : 2 Hours

**Note : Question No. 1 is compulsory. Answer any two questions from remaining.**

Q. 1] What is the impact of consumer behaviour on marketing strategy? Do you think that marketing and advertising creates artificial needs among consumers? (10 marks)  
(Compulsory)

**Attempt any Two from the Remaining Questions**

- Q. 2 (a) How can marketers use Maslow's need hierarchy in making product positioning decisions? (5 marks)  
(b) How do marketers take advantage of the concept of j.n.d. (just noticeable difference)? (5 marks)  
(c) What do you mean by a perceptual map? How do marketers use this technique in developing positioning strategies? (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 3 (a) What is the personality trait theory? Give examples of how personality traits can be used in consumer research. (5 marks)  
(b) How can marketers use consumers' failures to achieve goals in developing promotional appeals for specific products and services? Give an example. (5 marks)  
(c) What is the theory of classical conditioning? Explain how the concept is useful for marketers. (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 4 (a) Explain how the product manager of an international food retail chain might change Indian consumer attitudes toward the company's brand by: (a) changing beliefs about the brand; (b) changing beliefs about competing brands (5 marks)  
(b) An MBA student has just purchased a new smartphone. What factors might cause the student to experience postpurchase dissonance? How might the student try to overcome it? How can the retailer who sold the smartphone help reduce the student's dissonance? (5 marks)  
(c) Discuss some of the defining characteristics of opinion leaders. Explain their influence across product categories with examples. (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 5 (a) What role does internet and new media play in the socialization of adolescents? (5 marks)  
(b) Name three emerging household trends that have become important to marketers with changes in society. (5 marks)  
(c) Summarise an episode of a weekly television series that you watched recently. Describe how the programme transmitted cultural beliefs, values, and customs. (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks