

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20) (Mktg.)
Third Semester Examination October 2019

Subject	Consumer Behaviour		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	19.10.2019

	Instructions:-	Marks
	<ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 	
Q. 1	Case/Case-let Study (500-800 words)	20
	<p>Miss Michael was working as a purchase manager in a small-scale company, where raw materials and other products were purchased solely at her discretion. The company was doing very well and the credit was given to Miss Michael for all the progress of the company. Later she got a job in a medium scale company with a turn-over of about five crores. She was appointed incharge of purchases, and as the procedures of the purchase made by this company were different from those of the previous company, it took her quite sometime to get familiar with the procedures of purchase, etc. under her jurisdiction. On one occasion, she has to urgently place an order of raw material worth about two lakhs, which was essential for the supply of a timely order. Considering the situation an emergent one, she placed the order without informing, or calling a meeting. Although the order was supplied in time, during the audit it came in for severe criticism, and Miss Michael was given a show-cause notice as to why she had taken the decision alone. Miss Michael was very perturbed about the situation and wanted to explain her position to the manager.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Where did Miss Michael go wrong? 2. How can you help her to reply to the show-cause notice issued to her? 	
Q. 2	Answer Any two from the following.	5x2 = 10
	a. Specify both innate and acquired needs that would be useful bases for developing promotional strategies for a new super-compact and powerful digital camera.	
	b. Describe personality trait theory. Give two examples of how personality traits can be used in consumer research	
	c. Explain various types of information search and marketer's role in information search.	
Q. 3	Answer Any two from the following.	5x2= 10
	a. Discuss the differences between the absolute threshold and the differential threshold. Which one is more important to marketers? Explain your answer.	
	b. Interpret principles of (a) classical conditioning theory and (b)	

		instrumental conditioning theory be applied to the development of marketing strategies?	
	c.	Demonstrate why are marketers sometimes 'forced' to reposition their products or services? Illustrate your answers with examples.	
Q. 4		Answer Any two from the following.	5x2 = 10
	a.	Examine how family influence the consumer socialization of children.	
	b.	Describe the correlation between social status (or prestige) and income. Which is a more useful segmentation variable? Discuss	
	c.	Distinguish between beliefs, values and customs.	
Q. 5		Answer Any two from the following.	5x2 = 10
	a.	Review the reasons behind opinion leader being more credible source of product information than an advertisement for the same product.	
	b.	Demonstrate the role of perception in decision-making?	
	c.	"Attributes vary with consumer and are determined by consumer needs." Elaborate and explain the above statement	
Q. 6		Answer Any two from the following.	5x2 = 10
	a.	Describe the role of external environment in influencing the individual determinants of consumer behavior.	
	b.	Outline marketing implications of culture.	
	c.	Describe the social stratification and its buying patterns.	
Q. 7		Answer Any two from the following	5x2 = 10
	a.	Explain innovation and diffusion. Discuss the stages in the adoption process.	
	b.	Discuss how Howarth Sheth is applicable to individuals.	
	c.	Show your understanding about organizational customer? Why is it called a Ghost?	