

Roll No

MBA II SEMESTER EXAMINATION 2019

MBA – CG – 202

CONSUMER BEHAVIOUR

SET 1

Maximum Marks: 75

Time Allowed: 03 Hours

Write your Roll No. on the top immediately on receipt of this question paper. Please do not write anything else on the question paper.

*Attempt any 05 (five) questions. Each question carries 15 marks. You can make valid assumptions wherever required. Provide examples. (15*5=75)*

1. How would a consumer decide about purchasing a smart watch? Illustrate.
2. Is it possible to use the emotions of a consumer for a rational purchase like financial products? Elucidate.
3. Apply the concept of extended self to the purchase of fully automated homes / offices.
4. How will you try to ascertain the underlying reasons or motives that either encourage or discourage people to use co-working spaces? Explain.
5. Prepare a suitable marketing plan to sell convertible cars applying the notion of multiple selves.
6. Use the concept of subliminal perception to market soft drinks during a mega event like *IPL*.
7. “The *Avengers* franchise has been one of the best examples of successfully applying the notion of closure to its advantage.” Explain the statement tracing the journey from *The Avengers* to *Avengers: Endgame*.
8. Create a suitable promotion plan for a brand of tea / coffee on the lines of “*Thanda Matlab Coca-Cola*” using the concepts of consumer learning.
