

Roll No

MBA II SEMESTER EXAMINATION 2018

MBA – CG – 202

CONSUMER BEHAVIOUR

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. "Buying roles may be overlapping and conflicting." Elucidate.
2. How would a rational consumer utilize the decision making process to solve his / her problem of lack of confidence / low self – esteem? Elaborate.
3. "Motivational research could be used to uncover hidden motives like fear or jealousy." Explain.
4. Which of the defence mechanisms can be successfully utilized to promote the idea of adventure sports among consumers? Explain.
5. Use the notion of brand personality to market tea / coffee. Which factors would you take care of?
6. "The concept of j.n.d could be used in many different ways, some positive and some negative." Explain from a marketer's perspective.
7. Elaborate the concepts of figure and ground, grouping and closure with appropriate examples. Mention the key inputs for marketers for each concept.
8. Me – too products and brand extensions represent stimulus generalization whereas product differentiation represents stimulus discrimination. Elucidate and provide relevant examples.
