

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination July - August 2022

MBA [Semester II]

Paper Name: CONSUMER BEHAVIOUR

MM: 75

Paper Code: MBA-CG-202

Time: 03 Hours

Attempt any five questions. Each question carries 15 marks. (5 X 15 = 75)

Q1. Elaborate and compare the consumer buying decision process undertaken by a customer for purchasing a luxury product against necessities.

Q2. Adopt or adapt the concept of consumer frustration to successfully market your brand of affordable cosmetic for women.

Q3. Can we safely conclude that the essence of studying consumer behavior lies in our ability to segment markets? Argue.

Q4. As a marketer of fast food products, you observe that consumers are using the boycott tool to express their anger towards your brand. How would you effectively apply the knowledge of consumer behavior to reverse the situation? Elaborate.

Q5. Impulse buying has no link with consumer personality." Do you agree? Discuss.

Q6. "Consumers buy products either to complement or complete themselves." Discuss this in the context of consumer self-image. Provide examples for the same.

Q7. Apply the notion of consumer imagery to effectively market your brand of logistic services. List down some of the critical factors while doing the same.

Q8. "What consumers learn depends on what they perceive." Do you agree? What is your argument for the reverse statement? Discuss.
