

**Course Code: 20MBA255****Course Name: CONSUMER BEHAVIOUR**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

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|---|--------------------------------------|-----|
| 1 | Briefly explain qualitative research | (2) |
| 2 | Name any four reference groups.      | (2) |
| 3 | Who are consumer innovators?         | (2) |
| 4 | Define economic model.               | (2) |
| 5 | What are buying motives?             | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

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| 6  | Explain the influence of product positioning on consumer behaviour.                 | (10) |
| 7  | Explain the Tri- component attitude model with a suitable example.                  | (10) |
| 8  | What is consumer learning? Explain marketing applications of consumer learning.     | (10) |
| 9  | Explain the consumer product adoption process. What are the categories of adopters? | (10) |
| 10 | Explain the Howard Sheth Model with a diagram.                                      | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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| 11 | ABC was a limited company manufacturing vending machines. These machines could be used for automatic vending of tea, coffee, cold drinks, mineral water, chocolates and several other products. The vending machines had to be programmed for vending various items. One machine could handle a variety of products as well. These were to be installed at shopping centres, malls, cinema halls, public places, hotels, etc. The manufacturer started with installing these | (20) |
|----|--|------|

machines in various parts of the city for selling coffee and tea. The machines became popular, as they served the customers with both tea/coffee at a standard price, and the customer had the choice of having strong or light, with or without sugar, more or less milk depending on his choice. As they became popular, more and more machines were set up at strategic places like bus stations, railway platforms, etc. so that the customer had an access to the beverage, whenever he needed it. In the beginning, an attendant was also required to stand with the machines, as they were not fully automatic. Later, fully-automatic machines were developed, which could work without the help of an attendant. The attendant had to come only once, to replenish the stocks, and take out the cash from the machines. A difficulty that was faced, was that these machines did not accept torn notes, or some coins which got stuck in them. To overcome this difficulty, the company was contemplating to introduce a card system, which could be purchased with Rs. 100, or its multiples, and on using these cards, the amount would get debited automatically and the balance would be known by the consumer.

The survey showed the results, but a lot of effort would be required to motivate the consumers to buy these cards. The company also contemplated providing the consumers with other products as well. These could be cigarettes, soaps, oils, cold drinks, chocolates, biscuits, etc.

**Questions**

A. Do you think that the company will succeed in selling other products along with the tea/ coffee they are already selling? (10 marks)

B. How can the company motivate the consumers to buy other products, as well as, to use the cards instead of cash?(10 marks)

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