



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

Set B

COMPREHENSIVE EXAMINATION

I Semester 2016-2017

Course: MBA A 216 Consumer Behaviour

16 December 2016

Instructions:

- i. Avoid false numbering
- ii. Factors considered for evaluation: Conceptual clarity, ability to relate and draw inferences, self-analysis with reasoning and drawing conclusions and relevance of the textual contents

Part A

Answer the following

(10 Q X 2 M= 20 Marks)

1. What is market segmentation?
2. What is Hedonic consumption? Give example.
3. List the three distinct memory systems.
4. What is frequency marketing? Give example.
5. What do you understand by Behavioural targeting?
6. What is looking glass self?
7. Give some reasons for shopping.
8. How does consumer view Luxury Goods?
9. List down some common rituals.
10. Highlight some important dimensions of a store's image.

Part B

Answer the following

(8Q X 5M= 40 Marks)

1. What is popular culture? How does this concept relate to marketing and consumer behaviour?
2. What is Semiotics? How is it used in marketing?
3. Explain why concept of sensory threshold is important for marketing communication?
4. Define psychographics, and describe three ways marketers can use it.
5. If a consumer is familiar with a product, advertising for it can work by either enhancing or diminishing recall. Why?
6. Compare and contrast the real versus the ideal self. List three products for which a person is likely to use each type of self as a reference point when he or she considers a purchase.
7. Should marketers ever try to arouse fear in order to persuade consumers? Explain.
8. What is viral marketing? Guerrilla marketing? Explain with suitable examples.

Part C

Answer the following

(2Q X 20M= 40 Marks)

1. Choose a product of your choice and explain how the consumer understands the positioning of competing products in the market place? How does a marketer determine where a product actually stands in the minds of consumers?
2. a) What is the role of lifestyle in the buying decision process? Is there any difference in the buying preferences of city and country dwellers?
b) Is customer satisfaction important and why? What tactics do companies use to improve customer satisfaction?



**PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 80

Max Time: 120 Mins

Weightage: 20 %

Set A

MID TERM EXAMINATION

I Semester 2016-2017

Course: **MBA A 216 Consumer Behaviour**

05 October 2016

Instructions:

- i. Write legibly. Avoid false numbering
- ii. Factors considered for evaluation: Conceptual clarity, ability to relate and draw inferences, self-analysis with reasoning and drawing conclusions and relevance of the textual contents

Part A

Answer the following Questions

(10Q X 2M = 20 Marks)

1. What do you mean by Consumer Behaviour?
2. What is market segmentation?
3. What are types of consumer brand relationships?
4. Differentiate between needs and wants. Give example.
5. What is Hedonic consumption? Give example.
6. What do you mean by Perceptual defense?
7. What is Gestalt?
8. What is sensory overload?
9. List the three distinct memory systems.
10. What is frequency marketing? Give example.

Part B

Answer the following Questions

(6Q X 5M = 30 Marks)

1. Explain, using suitable illustrations, the stages in consumption process.
2. Does advertising foster materialism? – Justify your argument.
3. How does the sense of touch influence consumer's reaction to products? Illustrate.
4. Identify and describe the three stages of perception.
5. Explain the role of perceptual filters in helping the marketers to get consumer's attention.
6. What is the major difference between behavioural and cognitive theories of learning?

Part C

Answer the following Questions

(2Q X 15M = 30 Marks)

1. Marketers need to understand the wants and needs of different consumer segments – Discuss segmentation as an important aspect of consumer behaviour with suitable examples.
2. Assume that you are a consultant for a marketer who wants to design a package for new premium chocolate bar targeted to an affluent market. What recommendations would you provide in terms of such package elements as color, symbolism, and graphic design? Give reasons for your suggestions.
