



PRESIDENCY UNIVERSITY,  
BENGALURU

SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATION

Odd Semester: 2018-19

Date: 30 October 2018

Course Code: MKT 302

Time: 2 Hours

Course Name: Consumer Behaviour

Max Marks: 40

Branch & Sem: MBA III Sem

Weightage: 20%

**Instructions:**

- (i) All the questions are compulsory. Answer all the questions.
- (ii) Part A & B: Be specific and precise in your answer.
- (iii) Part C: Part C Questions are thought provoking questions. Your answer must be based on the analysis of the specified situation.

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks. (4x3=12)

1. What are the three levels of Consumer decision making? Give an example for each.
2. What is cognitive dissonance? Give an example.
3. Differentiate between 'Absolute Threshold' and 'Differential Threshold'.
4. According to the 'Trait Theory' of Personality, explain the trait 'Consumer Ethnocentrism'.

**Part B**

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

5. Define consumer Behaviour (Given by Schiffman and Kanuk). What are the disciplines from which Consumer Behaviour has borrowed?
6. Explain the three interacting systems of personality, according to Freud, with the help of a diagram.
7. Consumers match the product and brand personalities, with their own personalities, self-image and self-concept; and they buy those where they find a close or perfect match. Give any four personality traits with examples of matching brands, available in the market.

**Part C**

Answer the Question. Question carries **eight** marks.

(2x8=16)

8. The Hierarchy of Needs Theory, proposed by Abraham Maslow, a clinical psychologist in 1943, is regarded as one of the most important contributions to the field of motivational research. Explain the "Maslow's Hierarchy of Needs", with a neat diagram, and its relevance to Consumer Behaviour. With suitable examples, explain its usefulness and applications for Marketers.
  
9. Every person is unique in himself with unique backgrounds, experiences, expectations, etc., and so the resultant perceptions are also unique. People perceive things differently because of the perceptual mechanism that differs between people. Explain the three sub-processes of Perceptual Mechanism. What are the implications? Explain the challenges and opportunities for marketers, with few examples.



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**SET B**

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**Course Code:** MKT 302

**Time:** 2 Hours

**Course Name:** Consumer Behaviour

**Max Marks:** 40

**Branch & Sem:** MBA III Sem

**Weightage:** 20%

**Instructions:**

(i) *All parts of the questions are compulsory.*

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks.

(4x3=12)

1. How does Schiffman and Kanuk define Consumer Behavior?
2. What are the five stages of Consumer Buying Decision process?
3. Explain Negative motivation of a Consumer to purchase a product with an example?
4. What is the full form of JND?

**Part B**

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

5. The lady of a house who is a housewife and spends her day at home doing household chores watches TV in her free time. That is her only source of entertainment. The TV at home is giving problem. She desires a new TV set, and says that she wants an LCD plasma TV. Who is the Initiator, Influencer, Decider, Buyer and User?
6. What are the applications of Consumer Behavior?
7. There exists a relationship between consumer personality and brand personality. Consumers match the product and/or brand personalities, with their personality and buy those where they find a close or perfect match. Please give one example for every brand personality and the matching consumer personality.

**Part C**

Answer the **two** Questions. **Each** Question carries **eight** marks.

(2x8=16)

8. The process of consumer-decision making includes the input, process and output stages. Please explain each stage and draw a model of the process.
9. Distinguish between EPS, LPS and RPS with minimum eight parameters.



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**SET A**

**END TERM FINAL EXAMINATION**

**Odd Semester:** 2018-19

**Course Code:** MKT 302

**Course Name:** Consumer Behaviour

**Programme & Sem:** MBA & III Sem

**Date:** 13 January 2019

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

**Part A**

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

**Special Instructions:** Be specific and precise in your answer.

1. What are the three elements of a Tri-component Attitude model.
2. What are the types of 'Reinforcements' experienced in Instrumental conditioning
3. Name the three kinds of Families we see around us.
4. Name five 'buying roles' that members in a family play.

**Part B**

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

5. Define Classical Conditioning and name the basic concepts in its Strategic Application.
6. What is the relevance of the Family Life Cycle to the Marketer
7. How do you define Culture and what are the components of Culture and Sub-culture which is of a Marketers interest?.

**Part C**

Answer **all** the sections of Question.

(5+5+10+10=30)

**Special Instructions:** *Part C Questions are thought provoking questions of Consumer Behaviour. Your answer must be based on the analysis of the specified situation.*

## 8. Case Study

### Purchase of a Home Theatre

Murthy and his family lived in a comfortable two-bedroom flat in a respectable locality in Bengaluru. He was employed with a private company in a supervisory capacity. His wife, Prakruti was a teacher in an English medium public school. Both their children, Nisha aged 10 and Shwetha aged 8 years were studying in the same school where Prakruti was employed.

Just before Diwali in 2018, one Saturday evening the family went shopping. Besides clothes for children and few other things, they bought a Sony Home Theatre from an outlet with good reputation. Prakruti was very happy and the children were excited with this new purchase. Both the children were anticipating to listen to their favourite songs. They were expecting that every day they would watch TV and listen to songs through the new Sony Home Theatre.

To celebrate, Prakruti invited two of her school colleagues for dinner and prepared nice dinner. While having dinner they listened to the songs on the home theatre. Her colleagues appreciated their new purchase.

Murthy said, "It was my idea to buy the Sony Home Theatre." Prakruti said, "Why? You have forgotten. It was I who two years ago during Diwali suggested that it would be good if we buy a home theatre." Both of them were trying to take credit for the purchase. Finally, both of them agreed that the idea to buy a home theatre was discussed after they attended the dinner at a friend's place where for the first time they saw a home theatre in operation.

One of Prakruti's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Prakruti and Murthy spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Prakruti said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned home theatres for quite some time, what to look for and what brands to consider." Murthy said, "Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Prakruti said, "About schemes, you are right. We got a special Diwali discount. The actual price of this home theatre is Rs.20,000 but we got it for Rs.17500/-. Besides Sony is a reliable brand. There is an extended warranty of three years, and if we are not satisfied with the theatre, we can return it within the first 30 days of purchase, and no question asked."

One of Prakruti's friends said, "Recently, one of my relations in Delhi told me, her bad experience with this brand. She said she was expecting wireless connection but because of the wiring to the speakers the interior decoration in the living room got spoilt. Besides this home theatre had no provision to play DVDs. However at the end the friends thanked Prakruti and Murthy congratulated them for owning a new Sony Home Theatre and left. Prakruti and Murthy were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of home theatre. They knew that the home theatre was not wireless and could not play DVDs, but Prakruti's

friends gave them this thought and it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

### **Questions**

- a) Discuss whose decision it was to buy a home theatre and when was the purchase decision made. (5 marks)
- b) What factors influenced the purchase of the home theatre? (5 Marks)
- c) What is likely to be the post-purchase behaviour in this case and what is the significance of such behaviour? (10 Marks)
- d) What is the significance of post-purchase behaviour for the marketer? How the marketer can reduce the 'post-purchase anxiety' of the customer? (10 Marks)





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**SET B**

**END TERM FINAL EXAMINATION**

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**Date:** 13 January 2019

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

**Part A**

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. Define Attitude. Explain the nature of Consumer Attitudes.
2. Define Social Class. Explain the significance of social class for marketers.
3. Define Consumer Learning. Explain the elements of consumer learning.
4. Define Culture. Explain the characteristics and components of Culture.

**Part B**

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

5. Explain the different stages of traditional family life cycle. Elaborate the relevance of each stage for marketers, by giving examples of products and services that will be relevant at each life cycle stage.
6. Explain the 'Tri-component Model of Attitude', with examples, and its implications for marketers.
7. Explain the 'Theory of Classical Conditioning' as proposed by Ivan Pavlov and its marketing implications.

**Part C**

Answer **all** the sections of Question.

(5+5+10+10=30)

**Special Instructions:** *Part C Questions are thought provoking questions of Consumer Behaviour. Your answer must be based on the analysis of the specified situation.*



## 8. Case Study

### Purchase of a Microwave Oven

Ramesh and his family lived in a comfortable two-bedroom flat in a respectable locality in a Bengaluru. He was employed with a general insurance company in a supervisory capacity. His wife, Sumita was a teacher in an English medium public school. Both their children, Rachit aged 10 and Sarita aged 8 years were studying in the same school where Sumita was employed.

Just before Diwali in 2018, one Friday evening the family went shopping. Besides clothes for children and few other things, they bought a 27 litre, Excel Microwave Oven from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that everyday their Mom would give them school tiffin-boxes packed with noodles and other Chinese food.

To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand new microwave. Both her friends observed her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the shortage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready. What really took most time was cooking the Chapatis. Sumita said, "How nice and convenient it can be if some portable chapati-preparing gadget was available."

Ramesh said, "It was my idea to buy a microwave." Sumita said, "Why? You have forgotten. It was I who two years ago during exam time suggested that it would be good if we buy a microwave." Both of them were trying to take credit for the purchase. Finally, both of them agreed that the idea to buy a microwave was discussed after they attended the dinner at a friend's place where for the first time they saw a microwave in operation.

One of Sumita's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Sumita and Ramesh spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider." "You know, I came across some scaring information about the safety of microwaves. Now the technology is so advanced that all those scaring tit bits of information are quite baseless." Ramesh said, "Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Sumita said, "About schemes, you are right. We too got a set of three bowls to be used for microwave cooking. Besides, we have paid just a thousand rupees and the rest would be paid in fifteen interest free installments. There is an extended warranty of three years, and if we are not satisfied with the machine, we can return it within the first 30 days of purchase, and no question asked. Our Rs. 1,000 would be refunded in cash."

One of Sumita's friends said, "Recently, one of my relations in Delhi told me, her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave." Ramesh said, "I don't know what to say about your relation's experience. What information we could collect goes quite in favour of this brand. Those who recommended it have had few years use experience without any complaints." Sumita's friend said, "You may be right Bhaisaheb. But one thing we all know is that these are machines and they are not perfect. Excellent cars with unmatched reputations like BMW, Rolls Royce, and Mercedes too, need repairs." She smiled, and said, "Haven't you heard of Murphy's Law "If a thing can go wrong, it will".

At about 10.30 pm, the friends thanked Sumita and Ramesh, and congratulated them for owning a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe, but it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

### Questions

- a) Discuss whose decision it was to buy a microwave and when was the purchase decision made. (5 Marks)
- b) What factors influenced the purchase of the microwave? (5 Marks)
- c) What is likely to be the post-purchase behaviour in this case and what is the significance of such behaviour? (10 Marks)
- d) What is the significance of post-purchase behaviour for the marketer? How the marketer can reduce the 'post-purchase anxiety' of the customer? (10 Marks)

