

10927

**Third Semester M.B.A. Degree Examinations, March/April 2021**

*(CBCS – 2014-15 onwards)*

**Management**

**Paper 3.4.2 – CONSUMER BEHAVIOUR**

*Time : 3 Hours]*

*[Max. Marks : 70*

SECTION – A

Answer any **FIVE** questions, each carries **5** marks :

**(5 × 5 = 25)**

1. What is perception and why it is important for marketers.
2. What is cognitive dissonance?
3. Briefly explain the influence of culture on consumer behaviour.
4. What do you understand with Cognitive Learning? Explain with an example.
5. Describe the different roles in the family decision-making process.
6. What is Consumerism, discuss the changing face of marketing in light of increasing consumerism?
7. Explain HCB Model of consumer decision making.

SECTION – B

Answer any **THREE** questions, each carries **10** marks :

**(10 × 3 = 30)**

8. Discuss the characteristics of Indian consumers in changing market scenario of India.
9. What is organizational buying and how it is different from consumer buying?
10. Explain Buy-Grid Model of Industrial Buying.
11. What do you understand by 'personality', Discuss various components of personality with examples.

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SECTION - C

Compulsory Question :

**(1 × 15 = 15)**

12. CASE STUDY :

The Resonance group was started by Mr. Sanjeev Kumar (Sanjeev), a Ludhiana-based entrepreneur in 1984. His flagship organization in the branded garments business, Resonance Apparels (Resonance), has been instrumental in taking the group to greater heights. However, in 2015, market conditions have become difficult. He has foreseen that Resonance will either have to take on its major competitors head-on or find its own niche in the space of big brands. He has asked his 24-year old daughter, Ms. Rubina Kumar (Rubina), to join the business as her executive-assistant.

Rubina has been given the mandate to put the apparels business in the next orbit. Fresh after a bachelor's degree in Fashion Design and Technology, she has been wondering if she would be able to achieve the goal. She did not have the experience of running a business. However, she has gained confidence because of her exposure to three businesses in the same sector during her internships. The company has not created HR and IT departments yet, because the scale of operations has been small.

The target market of Resonance range of apparels has been traditionally been the student community. The company operates through a company-owned retail format instead of a franchisee model. It also sells through multi-branded show rooms and smaller retail outlets to ensure wider availability.

The competitors have become stronger over a period of time by strengthening their brands through a good understanding of their customers and developing close relationships with them, Rubina has decided to increase the mindshare of Resonance and improve customer relationships.

Discussion Questions :

- (a) If you are in place of Rubina then how will you strategize to improve customer relationship? **(8)**
- (b) "Franchisee model is better than company owned outlets". Do you agree with this statement, please explain? **(7)**