

TB2444750

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - COMPLEMENTARY COURSE 1 (MANAGEMENT STUDIES)
MS4C04B18 - Consumer Behavior

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. ABC enterprises buying products for organizational use is different from Mr. A buying toothpaste for family consumption. How?
2. What is positivism?
3. Using example, explain Ideal Social Self Image.
4. What are traits?
5. What is your understanding of superego?
6. How is sensation related to perception?
7. What are the elements of a tri-component model?
8. List some of the social institutions that help in sharing culture.
9. Do you think celebrity appeals actually work? Give any two reasons.
10. What is Customization? How was Coca-cola successful in global mass customization?
11. Who is a customer innovator?
12. How does a firm oriented definition of innovation treat the newness of a product?



Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Discuss the nature of consumer behaviour.
14. What is organizational buying? Discuss the major participants in organizational buying.
15. Critically analyse the definition of consumer learning. Emphasize on experience and process elements of learning.
16. A considerable amount of consumer learning takes place as a result of consumer thinking and problem solving. Do you agree? Which learning theory supports this proposition? Explain
17. Discuss how self image is an important element of personality.
18. Discuss the attitude towards object model using an example.
19. What do you think are some of the Indian core values? Explain using examples.
20. Discuss the different types of firm oriented definition of innovation. Give examples for each.
21. Using the example of an innovative product, discuss the different product characteristics that influence innovation.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Buying process may be limited for individuals or for businesses. How are they different? Explain using examples.

23. Learning is an important element of consumer behaviour studies. Which theory of learning do you think best suits the consumer behaviour studies? Explain the theory and its strategic applications.
24. Which among the three multi-attribute models of attitude do you think is the most relevant for consumer behaviour studies? Substantiate with examples.
25. Discuss the Nicosia model stating the different criticisms of the same.

