

TB214680W

Reg. No :

Name :

BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)
SEMESTER IV - COMPLEMENTARY COURSE 1 -BACHELOR OF MANAGEMENT STUDIES (INTERNATIONAL BUSINESS)
MS4C04B18 - CONSUMER BEHAVIOR

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks **(10x2=20)**

1. Give an example of how the knowledge of consumer behaviour can be used in business decision making.
2. What is positivism?
3. Discuss the premise of Freudian theory of personality
4. What do you mean by shaping?
5. Discuss your understanding of personality.
6. Expand and explain j.n.d.
7. What are the elements of a tri-component model?
8. Do you think celebrity appeals actually work? Give any two reasons.
9. Discuss your understanding of 'groups' from a consumer behaviour perspective.
10. Why do you think post purchase behaviour is as important as the purchase behaviour of a customer?
11. Discuss the economic view of consumer
12. Who is a customer innovator?

Part B

II. Answer any Six questions. Each question carries 5 marks **(6x5=30)**

13. Discuss the major concepts that consumer behaviour has borrowed from the discipline of Psychology.
14. Discuss in detail how theories and learnings in Psychology influences the understanding of Consumer Behavior.
15. Discuss the information processing model.
16. Critically analyse the definition of consumer learning. Emphasize on experience and process elements of learning.
17. When it comes to fast food chains, it's harder to build a strong brand personality, but the one restaurant that stands out from the crowd is McDonald's. Justify these on the basis of Brand personality.
18. Discuss the attitude towards object model using an example.
19. What are the different forms of cultural learning? Explain using examples.
20. 'Launch of the automatic gearbox instead of the manual gearbox in vehicles.' Which product innovation is mentioned here. Elaborate.
21. If you need customer service from Amazon.com, there is no need to wait on the telephone, which situational factor is mentioned here.

Part C

III. Answer any Two questions. Each question carries 15 marks **(2x15=30)**

22. Industrial buying process varies significantly from the consumer buying process. Discuss the differences using examples.

23. Discuss the different personality theories that influence consumer behaviour.
24. Compare and contrast the attitude towards object model and attitude towards behaviour model.
25. Explain in detail the product characteristics that Influence diffusion with examples.