

Seat No. : _____

NG2-117

December-2015

**5th Year M.B.A. Integrated
(Consumer Behaviour)**

Time : 3 Hours]

[Max. Marks : 100

Instructions : (1) Attempt **all** questions.
(2) Be neat and legible.

1. (a) Compare and contrast the economic, passive, cognitive and emotional models of consumer decision making. **7**
- (b) Describe the various methods that a researcher could use to understand consumer insights, underlying needs and motivation. **7**
- (c) Write a note on 'Lifestyle and Psychographic Segmentation'. **6**

2. (a) Define the concept of 'Trait'. How does trait theory facilitate segmenting of target groups by personality types and enable marketers ? Use relevant illustrations to support your answer. **12**
- (b) A working woman sees herself as efficient, competitive and achievement oriented. Ideally she would like to combine these traits with greater warmth and understanding.
 - (i) How would her behaviour differ if she governed her purchases based on her actual self-image versus her ideal self-image ?
 - (ii) Under what circumstance she is most likely to buy based on her ideal self rather than her actual self.
 - (iii) What purchases will she make for her extended self ? **8**

OR

- (b) Suppose you are the brand manager of a deodorant brand Axe. To understand the reason for the purchase of your brand which theory of motivation will you rely on. Explain with reasons. **8**

OR

- (b) Explain the principles of Gestalt Psychology and how it can be used by marketers ? **8**

3. (a) What is instrumental conditioning ? Discuss the different ways in which marketers can apply the concept of instrumental conditioning. **10**
- (b) Discuss the different strategies the marketers may use to alter attitudes of consumers. Use examples in support of your answer. **10**
4. (a) Explain the various methods to measure social class. **6**
- (b) What are the functions of a family ? How can marketers use these function ? Illustrate. **7**
- (c) According to you, what factors would be considered by a company while hiring a celebrity for an upscale male clothing brand of your choice. **7**
5. (a) Discuss the core Indian values. Do you think these values are shifting ? Which are the emerging values ? **10**
- (b) Write a detailed note on 'Country of Origin effects'. **10**
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