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Roll No. _____

MS-3152

M.B.A. (Retail) Examination, 2015

Retail Consumer Behaviour

[MBA(RM)-021]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all . Question No.1
is compulsory. Attempt one question form
each Unit.

1. Explain the following in brief: - $3 \times 10 = 30$
- (a) Motivational conflict
 - (b) Adaptation level theory
 - (c) Humour Vs. Fear Appeal in advertising
 - (d) Response, reinforcement and punishment
 - (e) Nicarious learning
 - (f) Continuous and Dynamically continuous
innovation

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(2)

- (g) Buying roles
- (h) Concept of customer relationship management
- (i) Family life cycle
- (j) Two-step flow of communication

Unit - I

- 2. "Study of Consumer behaviour is the backbone of marketing planning." Comment on the statement and discuss the importance of understanding consumer behaviour for marketing objective. 10
- 3. Explain, citing examples, the different patterns of consumer decision making on the basis of involvement level and differences among brands. 10

Unit - II

- 4. What is perception. Explain its elements along with its relevance for marketing. 10
- 5. Critically evaluate Maslow's Need hierarchy theory. How relevant is it in the Indian market scenario? 10

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Unit - III

- 6. Write short notes on : 5×2=10
 - (a) Components of Attitude
 - (b) Hybrid Segmentation Strategy.
- 7. What are the different types of Reference groups? In what ways do they influence consumer behaviour?

Unit - IV

- 8. What are the four views as per the 'Four view consumer Behaviour Model' ? Which view do you think correctly explains the consumer rationale for purchase decision? Why? 10
- 9. Discuss the interrelationship between PLC and consumer adoption of an innovation. Delineate the various factors that determine how quickly or slowly a new product is adopted in the market. 10

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