



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) C&B 2015 Admission
VI Semester Final Examination- June -2018

Mmgt.3209

Consumer Behaviour (1+1)

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the blanks

- 1 The component of attitude relating to emotion is called----- .
- 2 The family is one of the -----factors that influence consumer behaviour .
- 3 ----- is a need that is sufficiently pressing to direct a person to seek satisfaction.
- 4 ----- describe changes in an individual's behavior arising from experience.
- 5 Brand loyalty is indicative of ----- decision making

State True or False

- 6 A behavioural leadership theory assumes that leaders are born and not made.
- 7 Customer is the focus of marketing orientation.
- 8 Attitudes are dynamic in nature.
- 9 Satisfaction occurs when expected needs of customers are fulfilled.
- 10 Ego constitutes the moral factor of personality.

II Write Short notes on any FIVE of the following

(5x2=10)

- 1 Consumer research
- 2 Learning
- 3 Projective techniques
- 4 Brand equity
- 5 Customer retention
- 6 Attribution theory
- 7 Family life cycle

III Answer any FIVE of the following.

(5x4=20)

- 1 Explain the Tricomponent attitude Model.
- 2 Discuss the important factors affecting reference groups
- 3 What are the steps in consumer decision making process
- 4 Evaluate the reason behind the rise of consumerism in the world.
- 5 Explain the benefits of market segmentation.
- 6 Explain the importance of Pavlovian model of classical conditioning in consumer behavior.
- 7 State the characteristics of opinion leaders.

IV Write an essay on any ONE of the following

(1x10=10)

- 1 Explain the importance of the study of consumer behaviour
- 2 "Consumer Research is central to the success of a marketing strategy" Critically examine this Statement in the light of the present business Environment in India.
