



JP – 701

III Semester M.B.A. (Day/Evening) Examination, May/June 2023
(CBCS Scheme) (2022 – 23 and Onwards)

(Freshers)

MANAGEMENT

Paper – 3.4.2 : Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

SECTION – A



Answer **any five** questions, **each** question carries **5** marks.

(5×5=25)

1. Discuss the benefits of consumerism.
2. Forecast the risk that may affect online consumers.
3. Explain the steps involved in the Consumer decision-making process.
4. Evaluate the factors that affect reference group influence.
5. With relevant examples, explain how the tri-components of Attitude influence consumers.
6. Compute the applications of consumer behavior knowledge in marketing.
7. Discuss levels of consumer involvement in decision-making.

SECTION – B

Answer **any three** questions, **each** question carries **10** marks.

(3×10=30)

8. Explain the Howard-Sheth Model of Consumer Behavior.
9. What do you mean by diffusion of innovations ? Explain various adopter categories with suitable examples.
10. Explain the typical post-purchase behaviours and its implication to marketers.
11. Discuss various roles that influence Organizational buying behaviour.

P.T.O.



SECTION – C

Compulsory Question : Case Study.**(1×15=15)**

12. Sometimes ago, Werda products introduced a variety of Salads to the market, namely a three-bean salad, Carried Beans, Carried Carrots, and Sweet and Sour Beetroot. The difference with the salads was that they were packaged in boxes. The salad does not require refrigeration until it is opened and lasts for a period of three months.

When Werda products were first introduced, the expectation was that customer acceptance of this revolutionary new product would be immediate and high. The main convenience was thought to be the fact that the box could be kept for three months and would be especially useful in case of emergencies. However, the actual product, sales were extremely low.

Somehow, customers just cannot accept a fresh salad in a dry-goods box.

- a) How can Werda products attempt to change consumers' attitudes to be more positive toward their salads ?
 - b) How should Werda products consider the adoption of new products?
 - c) Design a new package for Werda Products.
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