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Total Number of Pages : 01

MAM
IMB801A

8th Semester Back Examination 2017-18

CONSUMER BEHAVIOR

BRANCH : MAM

Time : 3 Hours

Max Marks : 70

Q.CODE : C130

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions : (2 x 10)**
- a) What is Id?
 - b) What is understood by Honeymooner?
 - c) What is Absolute Threshold?
 - d) What is meant by Enculturation?
 - e) What is CCU?
 - f) What is Patronage Motive?
 - g) What is Sub-culture?
 - h) What does Demographic Segmentation mean?
 - i) What is meant by an Influencer?
 - j) What is understood by Limen?
- Q2 ID (Idli n Dosa) is a success story in India. It is an example of successful entrepreneurship. The top bosses at ID decide to make an adventurous business journey to the USA. Considering the cultural values of US, but not ignoring the presence of a strong Indian diaspora, what should be the strategy of ID to market its products? Give a critical analysis of the business proposition and detail out your answer with justification. (10)**
- Q3 Explain the Nicosia Model with diagram and example. (10)**
- Q4 Explain Attitude and its role in Consumer Behavior? How does the marketer make use of it? (10)**
- Q5 Explain the difference between Distributive Approach and Decision Process Approach of consumer decision-making? (10)**
- Q6 Explain development of Personality through the different stages with proper use of examples. (10)**
- Q7 Explain Psychoanalytic Theory and Learning Theory. How do they help in understanding consumer behavior? (10)**
- Q8 Write notes on any TWO : (5 x 2)**
- a) Family Life Cycle
 - b) Perception
 - c) Diffusion of Innovation