



MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

DEPARTMENT OF MANAGEMENT STUDIES

19MBC03 - CONSUMER BEHAVIOR

PART A (2 MARKS)

UNIT I

1. Define Consumer behavior?
2. What is the importance of consumer behavior?
3. List the various factors influencing consumer behavior?
4. Define Marketing Mix?
5. What do you mean by Customer satisfaction?
6. Define Demand & Supply?
7. What do you mean by Cultural Anthropology?
8. Define Motivation?
9. What are psychological factors?
10. Define Perception?

PART B (13 MARKS)

1. i) Explain the application of knowledge of consumer behavior in marketing decisions?(7 Marks)
ii) Write down the dimension of consumer behavior?(6 Marks)
2. Explain in detail about concept of:
i) consumer behavior? (7 Marks)
ii) marketing concept? (6 Marks)
3. What are the factors influencing in consumer behavior? (13 Marks)
4. Describe About the application knowledge of consumer behavior in marketing decisions?(13 Marks)

UNIT – II

PART A (2 MARKS)

1. What are the types of individual Consumer behavior models?
2. Describe the concept of product category of John Howard model??
3. List the various output variables in Howard Sheth model ?
4. Describe the five categories of Engel-kollet-Black well model?
5. State the various implications of Engel- kollat-Black well model on marketing decision?
6. Implication of howard sheth model on marketing decision?
7. Discuss the Environmental variables of Webster and wind model?
8. List the various output variables in Howard Sheth model?
9. Draw the outline of Webster and wind model?
10. Explain the element of Howard consumer decision model ?

PART B (13 MARKS)

1. i) Explain the John Howard model (7 Marks)
ii) Engel-Kollet-Blackwell model? (6 Marks)
2. Explain Nicosia model with example? (13 Marks)
3. i) State the various implications of Webster model on marketing decision (8 Marks)
ii) State the various implications of Wind model on marketing decision? (5 Marks)
4. i) Explain in detail about Sheth Model? (8 Marks)
ii) Describe Webster and Wind model? Explain in brief with suitable example. (5 Marks)
5. i) Explain implications of John Howard model (8 marks)
ii) Explain implications of Engel-Kollet-Blackwell model. (5 Marks)

UNIT – III

PART A (2 MARKS)

1. Motivation is a continuous process and a psychological concept. Discuss?
2. Discuss the need for self – actualization?
3. Explain approach-avoidance conflict?
4. What are the various features of perception?
5. Explain selective perception?
6. What are the various requirements for utilizing classical conditioning?
7. Attitudes have direction, degree and intensity. Discuss?
8. Give any two characteristics of personality?
9. What are the various types of self-image?
10. How does technology/lifestyle impact consumer behavior?

PART B (13 MARKS)

1. i) Write down the motivation process (8 Marks)
2. ii) Explain about nature of motivation? (5 Marks)
3. i) Explain Maslow's hierarchy of needs theory? (8 Marks)
ii) Explain the significance of motivation? (5 Marks)
4. i) Write down the strategies to improve customer perception? (7 Marks)
ii) What are the factors influencing perception? (6 Marks)
5. i) Explain the process of perception? (7 Marks)
ii) Explain the characteristics of learning (6 marks)
6. i) Elements of learning? (7 Marks)
ii) Discuss the nature of attitude? (6 Marks)

UNIT – IV

PART A (2 MARKS)

1. What do you mean by high involvement products?
2. Describe the features of high involvement products?
3. What are low involvement products?
4. What is meant by pre-purchase behaviour?

5. Describe about post purchase behaviour?
6. What is meant by “Diffusion of Innovation”?
7. What are the Reasons for the failure of diffusion?
8. What is product development?
9. How to Manage dissonance?
10. List the ways to reduce dissonance?

PART B (13 MARKS)

- 1.i) Describe in detail about High involvement products(7 Marks)
ii) Write about Low involvement products?(6 Marks)
- 2.i) Explain about features of high involvement products(7 Marks)
ii) Explain about features of low involvement products (6 Marks)
4. Write about pre-purchase and post purchase behaviour? (13 Marks)
4. What are the process of online purchase decision process? (13 Marks)
5. Explain in brief about FLC(family life cycle)? (13 Marks)
6. i) Write notes on reference group(5 Marks)
ii) Types of reference group?(8 Marks)
7. i) Write the process of communication?(8 Marks)
ii) Discuss about the communication influence on consumer behavior?(5 Marks)
8. i) Explain the designing effective communication?(5 Marks)
ii) Write a short notes on (a) reference group (b) family (c) communication(d) cross cultural (e) sub-culture.(8 Marks)

UNIT – V

PART A (2 MARKS)

1. What do you mean by organizational buyer behaviour?
2. What are the nature of organizational buyer behaviour?
3. What is meant by need recognition?
4. Define performance review?
5. What is meant by need description?
6. What do you meant by product specification?
7. Enumerate the meaning of supplier search?
8. Discuss the various low-involvement strategies?
9. What do you meant by performance review?
10. Describe about consumer research?

PART B (13MARKS)

1. i) Explain in brief about consumer decision process?(7 Marks)
ii) Write down the types of problem recognition?(6 Marks)
2. i) Explain in brief about process of organizational buyer behavior?(7 Marks)
ii) What are the process of consumer research?(6 Marks)
3. i) Write down the types of information?(5 Marks)

- ii) Sources of information?(8Marks)
- 4. i) Explain about the information evaluation process?(7 Marks)
 - ii) Write down the factors influencing consumer store choice decision?(6Marks)
- 5.i) Explain In-store purchasing behavior?(7 Marks)
 - ii) What are the situational nature of consumer decision?(6 Marks)

PART C (15 MARKS)

1. CASE STUDY:

The caselet examines the entry of Maruti Udyog Limited (MUL), the leading Indian car manufacturer, into the used car market. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the user car market in India. The caselet also examines how Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness.

Issues:

- I. Evolution of the used car-market in India
- II. Role of word-of-mouth in developing new business for a company
- III. The role of changing demographics in developing new markets jetBlue Airways (jetBlue), a New York-based low-cost airline flying to 32 cities in the US in 2005, started operating in 2000. Maruti Udyog Limited (MUL), the largest automobile company in India in 2005, came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. With the entry of MUL, the car market in India started growing.

Question : I. It was after the entry of companies like MUL, Ford, Mahindra, etc., that the organized used car market in India attained critical mass. To what extent has the entry of these players changed the consumer behavior towards the used car market?

II. "In 2001, MUL, the market leader in the car industry in India, entered the used-car market in India by launching its True Value operations." How will the entry of Maruti into the used car market help the company maintain its leadership position in the Indian car market?

2. CASE STUDY:

The caselet, Haldiram's: The No: 1 Choice of Consumers, explains how Haldiram's, which markets snack products in India, became the primary choice among Indian consumers. Haldiram's came out with different products which suited the tastes of various ethnic and geographical groups. The caselet deals with how the company used the 4Ps effectively to influence consumer decision making.

Issues:

1. Ways in which a company can influence consumer decision making
2. Importance of the pricing strategy in the ready-to-eat snack market in India
3. The need to offer products which suit the tastes of a heterogeneous group.

Haldiram's, a household name in ready-to-eat snack foods in India, offered a wide range of products to its customers. The product range included namkeens (savories), sweets, sharbats, bakery items, dairy products, papads, and ice-creams

Namkeens remained the main focus area for the group. By specializing in the manufacture of namkeens, the company created a niche market. Haldiram's sought to customize its products to suit the tastes and preferences of customers from different parts of India. For example, it launched 'Murukku,' a South Indian snack, and 'Chennai Mixture' for south Indian customers.

Question:

1. What were the ways in which Haldiram's influenced the decision making of the consumers?
2. What were the marketing strategies followed by Haldiram's to ensure that its products became the No 1 choice among the consumers?

3. CASE STUDY:

Burger King failed to attract nutrition-conscious diners through Satisfries, a lower-calorie, healthier version of its French fries, with the result that the company withdrew the product from two-thirds of its restaurants. The failure of Satisfries was a major blow to the global fast food giant which was struggling to provide better dining experiences to customers by serving healthy fast food at its restaurants. Burger King introduced the lower-calorie fries with the objective of attracting more health-conscious consumers and boosting its health-friendly image among the fast food giants in the world. But critics questioned its claim about offering fewer calories and a healthier fast food option than its rivals. The product also failed to satisfy consumers who were not clear about the advantages of Satisfries compared to the company's regular fries. Moreover, its overpricing, weak brand positioning, bad marketing decision, wrong social media advertisements, and lack of product differentiation among others, resulted in the failure of Satisfries.

Question :

- I. Analyze the advantages of Satisfries as compared to the company's regular fries.
- II. Analyze Burger King's plan to provide better dining experiences to customers followed by the failure of Satisfries.

4. CASE STUDY:

This case let discusses Cadbury India's advertising strategy in positioning Dairy Milk as a compelling alternative to traditional Indian sweets as dessert. Supporters of this strategy claimed that as a market leader, Cadbury India was rightly trying to increase the overall chocolate consumption in India which would go a long way in driving the sales of Dairy Milk. Skeptics of this strategy pointed out that the positioning strategy would only go so far, and that the real boost to sales would come only from successfully coming out with new variants of the Dairy Milk product.

Question:

- I. To understand the current brand positioning strategy of Dairy Milk
- II. To analyze the impact of positioning Dairy Milk as a dessert on its sales
- III. To analyze what else can be done to augment the current brand positioning strategy in driving the sales of Dairy Milk.

5. CASE STUDY:

Imperial Tobacco Company of India Limited (ITC), incorporated on August 24, 1910, was one of India's premier private sector companies with a turnover of US \$ 3 billion and a market capitalization of nearly US \$ 10 billion in 2004. ITC was a dominant player in its traditional businesses of cigarettes, hotels, paperboards, packaging and agri-exports. ITC ventured into the branded and packaged foods business with the launch of the 'Kitchens of India' (KOI) brand in August 2001 and the 'Aashirvaad' brand in 2002. By entering the food business, ITC aimed at leveraging on its proven strength in the hospitality industry, packaging, and sourcing of agricultural products.

Questions :

1. What are the factors which have prompted ITC to enter the convenience food market? How did they segment their target market?
2. How did ITC ensure long shelf life for its convenience food products?