

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE)(CBCS - 2022 COURSE)
M.B.A.(H.R.) Sem-III : SUMMER : 2024
SUBJECT: CONSUMER BEHAVIOUR

Day : Friday
Date : 17/05/2024

S-26059-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N. B.

- 1) Attempt any **FOUR** questions from section-I and any **TWO** from section-II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answer to the both sections should be written in **SAME** answer book

SECTION-I

- Q. 1** Define Consumer Behavior. Explain importance of consumer behavior in the field of marketing. (15)
- Q. 2** Describe different consumer buying roles in inducing consumer buying. (15)
- Q. 3** Describe how motivation and involvement determinant affect on consumer buying decision. (15)
- Q. 4** What is diffusion of innovation? Explain it in detail. (15)
- Q. 5** Describe various steps involve in consumer research process. (15)
- Q. 6** Write short notes on (any **TWO**) (15)
- a) Engil Kollat Blackwel Model
 - b) Organizational Decision making process
 - c) Nicosia Model

SECTION-II

- Q. 7** In a study on consumer behavior, a fitness apparel brand explored the individual determinants that influence consumers' buying decisions. The research focused on personal factors such as motivation, perception, and attitudes. The finding revealed that individuals with a strong desire for fitness and a positive attitude towards active lifestyles were more likely to purchase fitness apparel. (20)
- Questions:
- i) How does motivation impact consumer behavior in the fitness apparel industry? Are there specific motivational factors that drive consumers to purchase fitness apparel?
 - ii) How does perception influence consumers' buying decisions in the fitness apparel industry? Are there certain perception or beliefs that shape consumers' preferences for fitness-related products?
 - iii) How do attitudes towards active lifestyles affect consumer behavior in the fitness apparel industry? Are there particular attitudes or values systems that align with the purchase of fitness apparel?

P.T.O

- Q. 8** How could the store atmosphere at the following be improved (20)
- i) Bank near the campus
 - ii) Book store near the campus
 - iii) A grocery store

- Q. 9** In a study on consumer behavior, a grocery store chain examined the external factors that influence consumers' purchasing decisions. The research focused on factors such as economic conditions, social influences, and marketing tactics. The findings revealed that during recessionary periods, consumers were more price-sensitive and sought value-oriented products. Questions: (20)

- i) How do economic conditions impact consumer behavior in the grocery industry? How does consumer spending change during economic downturns versus periods of economic growth?
- ii) In what ways do social influences affect consumer behavior in the grocery industry? How do factors like family, friends, and social media influence consumers' purchases decisions?
- iii) How do marketing tactics, such as discounts, promotions, and product placements, influence consumer behavior in the grocery industry? What strategies can grocery stores employ to effectively leverage these external determinants?

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