**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session14-12-2022 ( 9am)

**BBA – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BBADEM5619 : CONSUMER BEHAVIOUR**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains \_\_\_\_\_\_ printed pages and FOUR parts**

**PART A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is meant by marketing mix?
2. Give the meaning of customer relationship management.
3. State any two differences between ego and superego.
4. List the five consumer decision dimensions.
5. What is meant by EWOM?
6. Expand AIO.

**PART B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. “Every attitude has three components that are represented in form of ABC model of attitudes.” Discuss.
2. “Diffusion of innovation studies, aim to understand what stimulates the adoption of a resource”. Discuss with a diagram.
3. What are reference groups? Explain the different types of reference groups.
4. “Consumerism is the theory states that individuals who consume goods and services in large quantities will be better off”. With reference to this statement discuss the effects of consumerism.

**PART C**

**III.** Answer ***any two*** of the following (**2x15 = 30 Marks)**

1. Explain the VALS framework with a diagram.
2. “Consumer behaviour model is a theoretical framework for explaining why and how customers make purchasing decisions”. Discuss the various models of consumer behaviour.
3. Explain the Consumer protection Act of 2019.

**PART D**

**IV. Answer the following (1x15=15 Marks)**

1. A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were

stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had both automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle-income group were content with semi-automatic ma- chines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together.

It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users.

With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day. They seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialise, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions

1. Do you feel that group interaction helps the buyer decision-making process? Elaborate. (7M)

2. What should be the role of the marketer in the above case with reference to advertisement, promotion, persuasion and closing the sales? (8M)