

Total No. of Pages: 1

Register Number:

6975

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION December 2014**

**(BUSINESS LEADERSHIP)**

**(THIRD SEMESTER)**

**360: CONSUMER BEHAVIOUR**

Time: Three hours

Maximum: 75 marks

**SECTION-A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. State the difference between consumer and customer.
2. What are the elements of product positioning?
3. What is perception?
4. What do you understand by consumer ethnocentrism?
5. State the need for motivation.
6. Who is called friendship groups?
7. Give the meaning of e-CRM.
8. What is Frustration?

**SECTION-B**

**Answer any THREE questions**

**(3 × 10 = 30)**

9. Explain briefly the marketing concept.
10. What are the ways of collecting primary data in qualitative research?
11. Explain the neofreudian personality theory.
12. What are the characteristics features of social classes?
13. Define customer relationship management. State the features and significance of CRM.

**SECTION-C**

**Answer any ONE question**

**(1 × 15 = 15)**

14. Explain the rights and responsibilities of consumer in India.
15. What are the problems of cross culture marketing in India and state the strategies to overcome cross-cultural problems?
16. Explain the various types of group relevant to consumer behaviour.

**SECTION-D**

**(COMPULSORY)**

**(1 × 15 = 15)**

17. You are working in Titan watch manufacturing company. The company plans to make you a member of an advertising team assembled to develop a promotional campaign for a new digital watch. Develop three headlines for this campaign each based on one of the level in Maslow's need hierarchy.

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