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Sardar Patel University
Vallabh Vidyanagar
MBA Semester- III Examination – 2008
CONSUMER BEHAVIOUR (MM-201)

Date: 01 May 2008

Time: 3-00 p.m. To 6.00 p.m.

Total marks: 70

Instructions:

- i. All questions carry **EQUAL** marks
 - ii. There are **FIVE** questions in this paper
 - iii. Explain giving appropriate examples.
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1. Explain how the product manager of a well known brand of scooter might change consumer attitudes toward the company's brand by:
 - (a) Changing beliefs about the brand
 - (b) Changing beliefs about competing brands and
 - (c) Adding an attribute
 2. What factors influence the perceived credibility of an informal communication source? List and discuss factors that determine the credibility of formal communications sources of product information.
 3. What is reference group to a consumer? Explain in what way different reference groups influence consumer behaviour while purchase of a fully automatic washing machine for home and Which group will be the most influential in such purchases? Explain giving proper examples
 4. What does opinion leadership mean? Why is an opinion leader a more credible source of product information than an advertisement for the same product? Are there any circumstances in which information from advertisements is likely to be more influential than word of mouth?
 5. Define extensive problem solving, limited problem solving, and routinized response behaviour. What type of decision process would you expect most of the consumers to follow in their first purchase of a new product/service or brand in each of the following categories? Explain giving reasons
 - (a) A Car
 - (b) A Laptop computer
 - (c) Fairness Cream
 - (d) Hair cutting service

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