ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : CONSUMER BEHAVIOR **(** 18MBAMM301 **)**

Class : Semester 3 HM

Ms Priya Jyothi Sequeira

Assistant Professor,

2020-21

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

2 . Timetable

	1	2	3	4		5	6
	09:00 AM 09:50 AM	09:50 AM 10:40 AM	11:00 AM 11:50 AM	11:50 AM 12:40 PM	12:40 PM 01:40 PM	01:40 PM 02:30 PM	02:30 PM 03:20 PM
MON			MBA 18MBAMM301/ 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303/ 18MBAMM303 MBA Semester 3 HM / FM	MBA /18MBAMM303 18MBAMM303 MBA Semester 3 HM / FM /
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303/ 18MBAMM303 MBA Semester 3 HM / FM	MBA /18MBAMM303/ 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301/ 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303/ 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301/ 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301/ 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303/ 18MBAMM303 MBA Semester 3 FM / HM			

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3 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

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4 . Course Information

6 . 1 Course Content

Title of the Course : CONSUMER BEHAVIOR

Semester : 3   **Academic Year : 2020-21**

Subject Code : 18MBAMM301	IA Marks : 40
Hours/week : 5	Total Hours : 56
Exam Hours : 3	Exam Marks : 60
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2020-09-01
Checked by : Dr Claret Mendonca	

Objectives: To enable students

1 . To understand the concept of consumer behavior, decision making by consumers, behavioral variables and its influences on consumer behavior

2 . To comprehend the social and cultural dimensions of consumer behavior.

3 . To provide an insight of the psychological and behavioral concepts of consumers.

Course Outcomes (COs) :

1 . Define basic concepts of Consumer Behaviour , Indian Consumer, Consumerism, Consumer Movement Define Consumer Behaviour Concepts

2 . Understand Consumer Behaviour Models, Consumer decision making process and situational influences Consumer Behaviour Models

3 . Apply theories and strategies of Motivation and Personality to consumer behaviour and CRM

4 . Apply learning theories, Models of Attitude and Communication Strategies to Consumer Behaviour Theories on Learning, Attitude and Communication

5 . Analyze external influence on Consumer Behaviour

6 . Understanding Diffusion of Innovation on Consumer Behaviour

6 . Course Information

6 . 1 . 1 Course Syllabus

Objectives: To enable students Title of the Course : CONSUMER BEHAVIOR

Subject Code : 18MBAMM301

Module 1

Introduction to the study of Consumer Behaviour :

Meaning & Definition of Consumer Behaviour , Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism: meaning, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism

Module 2

Models of Consumer Behaviour :

Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences

Consumer Decision Making :

Consumer Buying Decision Process, Levels of Consumer Decision Making , Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages, Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour

Module 3

Individual Influences on Consumer Behaviour and CRM :

Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)

Personality :

Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image

Perception :

Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers'handle risk

Module 4

Individual Influences on Consumer Behaviour :

Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning , Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning

Attitude :

Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models, Elaboration Likelihood Model)

Persuasive Communication :

Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation

Module 5

External Influences on Consumer Behaviour :

Social Class:Social Class Basics, What is Social Class? Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India

Culture :

Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou, Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures, Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems

Groups :

Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals

Module 6

Consumer Influence and Diffusion of Innovations :

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

REFERENCE BOOKS :

1 . Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications, 2015

2 . Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e, TMH

3 . Consumer Behavior- Satish K. Batra& S H HKazmi, Excel Books.

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6 . Course Information

6 . 2

Semester : 3   **Section :** HM   **Course :** CONSUMER BEHAVIOR

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
1						
1	2020-09-01	Meaning & Definition of Consumer Behaviour	-		Meaning & Definition of Consumer Behaviour	-
2	2020-09-02	Meaning & Definition of Consumer Behaviour	-		Difference between consumer & Customer, Nature & characteristics of Indian Consumers, scope	-
3	2020-09-03	Difference between consumer & Customer	-		Consumerism: meaning, Nature, Significance	-
4	2020-09-04	Difference between consumer & Customer	-		Difference between consumer & Customer, Benefits of consumer	-
5	2020-10-08	Nature & characteristics of Indian Consumers	-		Rights & Responsibilities of consumers in India	-
6	2020-10-09	Consumerism: meaning	-		Consumerism: meaning	-
7	2020-10-10	Consumer Movement in India	-		Consumer Movement in India	-
8	2020-10-12	Rights & Responsibilities of consumers in India	-		Consumer Movement in India	-
9	2020-09-14	Benefits of consumerism	-		Rights & Responsibilities of consumers in India, Different cases on rights of consumers was discussed along with various examples	-
10	2020-09-16	Input-Process-Output Model, Nicosia Model	-		Input-Process-Output Model, NicosiaModel	-
11	2020-09-18	Howard Sheth Model	-		Engel-Kollat-Blackwell Models ofConsumer Behaviour	-
12	2020-09-19	Engel-Kollat-Blackwell Models of Consumer Behaviour	-		Internal Influences, External Influences	-
13	2020-09-24	Internal Influences	-		Input-Process-Output Model	-

14	2020-09-25	External Influences	-			External Influences, Economic model of consumer behavior	-
15	2020-09-28	Consumer Buying Decision Process, Levels of Consumer Decision Making	-			Consumer Buying Decision Process, Levelsof Consumer Decision Making, Consumer Buying Decision Process	Ref 1
16	2020-09-30	Four views of consumer decision making	-			Four views of consumer decision making	-
17	2020-09-30	On-line Decision Making: Meaning & Process/Stages	-			On-line Decision Making: Meaning & Process/Stages	Ref 1
18	2020-10-05	Situational Influences-Nature of Situational Influence	-			Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages	Ref 1
19	2020-10-05	Situational Characteristics and consumption behaviour	-			On-line Decision Making: Meaning & Process/Stages	-
20	2020-10-12	Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	-			On-line Decision Making: Meaning & Process/Stages	-
21	2020-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	-			On-line Decision Making: Meaning & Process/Stages	Ref 1
22	2020-10-14	Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-			Situational Influences-Nature of Situational Influence, Situational Influences- Nature of Situational Influence	Ref 1
23	2020-10-14	Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-			Situational Influences- Nature of Situational Influence, SituationalCharacteristics and consumption behaviour	Ref 1
24	2020-10-19	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-			SituationalCharacteristics and consumption behaviour, On-line Decision Making: Meaning & Process/Stages	Ref 1
25	2020-10-19	Neo-Freudian Theory, Trait Theory)	-			Motivation: Basics of Motivation, Goals, Positive & Negative Motivation	Ref 1

26	2020-10-21	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-		Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	Ref 1
27	2020-10-21	Brand Personality, Self and Self-Image	-		Rational Vs Emotional motives, Motivation Process, Arousal of motives	-
28	2020-10-26	Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception	-		Rational Vs Emotional motives, Motivation Process, Arousal of motives, Motivation Process	Ref 1
29	2020-10-26	Influence of perception on CB, Consumer Imagery, Perceived price	-		Rational Vs Emotional motives, Motivation Process, Arousal of motives	Ref 1
30	2020-11-02	Perceived quality, price/ quality relationship, Perceived Risk	-		Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-
31	2020-11-02	Types of risk, How to consumers'handle risk	-		Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-
32	2020-11-04	Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories	-		Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-
33	2020-11-04	Classical Conditioning , Pavlovian Model	-		Neo-Freudian Theory, Trait Theory)	-
34	2020-11-09	Neo-Pavlovian Model	-		Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-
35	2020-11-09	Instrumental Conditioning	-		Brand Personality, Self and Self-Image	-
36	2020-11-11	Basics of attitude, the nature of attitude	-		Basics of Perception & Marketing implications, Elements ofPerception, Dynamics of Perception	-

37	2020-11-11	Models of Attitude and Marketing Implication, (Tri-component Model of attitude	-		Influence of perception on CB, Consumer Imagery, Perceived price	-
38	2020-11-16	Multi attribute attitude models	-		Perceived quality, price/ qualityrelationship, Perceived Risk	-
39	2020-11-16	Elaboration Likelihood Model)	-		Types of risk, How to consumers'handle risk	-
40	2020-11-18	Communications strategy, Target Audience	-		Learning: Elements of Consumer Learning, Marketing Applications ofBehavioural Learning Theories	-
41	2020-11-18	Media Strategy	-		Classical Conditioning, Pavlovian Model	-
42	2020-11-23	Message strategies	-		Neo-Pavlovian Model	-
43	2020-11-23	Message structure and presentation	-		Instrumental Conditioning	-
44	2020-11-25	Social Class:Social Class Basics, What is Social Class? Social class & Social status	-		Basics of attitude, the nature of attitude	-
45	2020-11-25	the dynamics of status consumption	-		Models of Attitude andMarketing Implication, (Tri-component Model of attitude	-
46	2020-11-30	Features of Social Class	-		Multi attributeattitude Models	-
47	2020-11-30	Five Social-Class Categories in India	-		Elaboration Likelihood Model)	-
48	2020-12-02	Basics, Meaning, Characteristics	-		Communications strategy, TargetAudience	-
49	2020-12-02	Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou	-		Media Strategy	-
50	2020-12-02	Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures	-		Message strategies	-
51	2020-12-02	Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems	-		Message structure And presentation	-

52	2020-12-02	Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles	-	2020-11-25	Social Class:Social Class Basics, What is Social Class? Social class &Social status	-
53	2020-12-02	Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications	-	2020-11-25	the dynamics of status consumption	-
54	2020-12-02	Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence	-	2020-11-30	Features of Social Class	-
55	2020-12-02	Types of reference group, Reference Group Appeals	-	-	-	
6						
56	2020-12-02	Opinion Leadership: Dynamics of opinion leadership process	-	-	-	
57	2020-12-02	Measurement of opinion leadership	-	-	-	
58	2020-12-02	Market Mavens	-	-	-	
59	2020-12-02	Opinion Leadership & Marketing Strategy	-	-	-	
60	2020-12-02	Creation of Opinion Leaders	-	-	-	
61	2020-12-02	Diffusion of Innovations: Diffusion Process (Innovation, Communication channels	-	-	-	
62	2020-12-02	Social System, Time) Adoption Process: Stages	-	-	-	
63	2020-12-02	categories of adopters Post Purchase Processes: Post Purchase Processes, Customer Satisfaction	-	-	-	
64	2020-12-02	and customer commitment: Post purchase dissonance, Product use and non use	-	-	-	
65	2020-12-02	Disposition, Product disposition	-	-	-	

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 3   **Section :** HM   **Course :** CONSUMER BEHAVIOR

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
1	9	7hrs 30min	9	7hrs 30min	100.0
2	15	12hrs 30min	15	12hrs 30min	100.0
3	15	12hrs 30min	15	12hrs 30min	100.0
4	12	10hrs 0min	12	10hrs 0min	100.0
5	12	10hrs 0min	3	2hrs 30min	25.0
6	10	8hrs 20min	0	0hrs 0min	0.0

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6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	2				
CO 2		3	2		
CO 3	2		2		

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

6 . Course Information

6 . 4 Internal Assessment

Semester: 3-Scheme 2018

Date: 18 Nov 2020

Subject: CONSUMER BEHAVIOUR (18MBAMM301)　　　Time: 03:00 PM - 04:30 PM

Faculty: Ms Priya Jyothi Sequeira　　　　Max Marks: 50

Instructions to Students :
Part A : Answer any two questions
Part B :Compulsory

		PART A			
		Answer any2 question(s)			

Q.No			Marks	CO	BT/CL
1	A	Define "Consumer Behaviour"	3	CO1	L2
	B	Briefly explain the methods of measuring Opinion Leadership	7	CO1	L2
	C	Briefly explain the Importance and Scope of Consumer Behaviour.	10	CO2	L2
2	A	What is DiffusionProcess?	3	CO1	L2
	B	Explain the various motives behind opinion leadership with suitable examples?	7	CO1	L2
	C	Describe the elements of diffusion of innovation in detail with appropriate examples.	10	CO1	L2
3	A	What is post purchase dissonance?	3	CO1	L2
	B	Briefly explain the various reasons for the rise of Consumerism.	7	CO1	L2
	C	Write a note on Consumer Movement.	10	CO1	L2

PART B

Answer all question(s)

Case Study :

Consumers are becoming health conscious and would like to consume foods which are balanced, and have all the required nutrients, in proper quantities. These ingredients are cholesterol, salt, sugar, fibre, calories and additives. The consumers are not only concerned about such goods for themselves, but also their families.

A survey was made by a Company to find out the food attitudes of consumers. This was done to find out how products could be designed, advertised and positioned to attract health conscious consumers. The survey of food attitude was carried out as food related items. These attitudes were food conscious, cooking attitudes, brand loyalty, instant foods, price sensitivity, value, etc. The analysis revealed that basically customers could be classified into three categories.

Category 1: Older consumers

These were health conscious older people, who because of medical consideration, had little choice, and these people were concerned about sugar, salt greasy foods, etc. They ate meals regularly, at regular timings, and took great precautions for t heir food. They used branded products and played very safe in eating outside and not consuming food not prescribed for them.

Category II: Buyers of convenience food

These are younger consumers keeping busy mostly outside the house, who skip lunch or breakfast. They rely on convenience food and fast foods. They have a hectic lifestyle. They are upwardly mobile, use ready to eat and frozen foods. They work mostly outside the house and are pressed for time. They have an irregular schedule for meals. They also dislike cooking and want to utilize time for leisure and other activities rather than for cooking. They are not very concerned about a balanced diet, and would have greasy burgers or any other fast foods to suit their convenience. They can also be categorized under impulse buyers, rather than careful shoppers. If the product has appeal, it will be bought, and the price and brand name are not the main considerations.

Category III : Cooking own food

They like to cook their own food and get involved in the kitchen. They love to make an assortment of dishes. This is also done to cut costs. They like to buy their own groceries and cooking stuff, and do not want to waste money on fancy packings. They do not try new products, i.e. they are not innovators, but try to be a late majority and buy a thing, when it has established itself in the market. They tend to have a big family, and have to economise, as well.

Questions :
1. What inferences can be drawn by marketers from the above study? (3)
2. How does it help to formulate strategies for advertisement, positioning, etc. with respect to the categories mentioned in the case study?(3)
3. Which factors has to be considered by marketers in order to collect the information. (4)

USN	Name	Attendance Percentage	1 (Max: 15.0) — a (Max: 3.0)	2 (Max: 15.0) — b (Max: 7.0)	c (Max: 10.0)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10.0)	3 (Max: 15.0) — a (Max: 3.0)	b (Max: 7.0)	4 (Max: 15.0) — c (Max: 10.0)	Total Marks — a (Max: 8.0)	Total (Max: 30.0)
	Course Outcomes		CO1	CO1	CO1	CO1	CO1	CO2	CO2			CO2	
	BloomTaxomony Level		L2	L2	L2	L2	L2	L2	L2			L2	
4AL19MBA08	Arunkumar N					1.5	6	9	1.5	7	9	7.5	42
4AL19MBA09	Ashith Shetty K		1,.5	6.5		1.5	6		1.5	6	9		31
4AL19MBA18	GelintaTheres					2.5	5	9.5	3	6.5	9.5	6.5	43
4AL19MBA20	Hemanthakumara		1.5	4	7				1	4	5	4.5	26
4AL19MBA66	Savitha					2.5	6		2.5	2.5	9.5	3.5	27
4AL19MBA81	Varun Katti					2	6	3		6	4	7	28
4AL19MBA03	Anilkumar M		2	4	8				1	4	8	4	29
4AL19MBA13	Chaithanya Kumar Shetty		2.5	4	8				1	6	8	5	32
4AL19MBA15	Dheeraj					2.5	6	8	2	5	8	5.5	37
4AL19MBA16	Fredin Sebastian												0
4AL19MBA17	G S Poornachandra		1	5	6				3	4	7	2	27
4AL19MBA19	Gleson Arron Lobo					2	5	8	1	6	8	4	34
4AL19MBA21	Jagan T J		1	5	8.5				1	6	8	4	33
4AL19MBA24	Josline Cardoza						4	9	1.5	6	9	6.5	36
4AL19MBA25	Jyothi		2.5	5.5	9.5		6.5	9.5				7	38
4AL19MBA30	Lathesh Kumar M N			4	6				2	5	8	6.5	32
4AL19MBA36	Muhammed Jaseem K					1	5	3	2.5	5	7	6.5	30
4AL19MBA39	Nikita Ashok Algerikar		2.5	5	9.5				3	6.5	9	7	40
4AL19MBA47	Prathish					1	5	9	2	6	6	5.5	35
4AL19MBA50	Punithkumar K B					2	6		1.5	6	6		22
4AL19MBA51	Radhika Bhat M		2	5	8	2	8.5	6				6.5	36
4AL19MBA52	Raghavendra Kulaakarni		1.5	4.5	1.5				1	4	4	5.5	21
4AL19MBA54	Rajesh Dias					2.5	5	4	3	6.5	9	7.5	38
4AL19MBA55	Rakshith					2	5	7	2.5	6	8.5	6.5	38
4AL19MBA60	Reema Venisha Mendonca			5	9		6	8.5				6	35
4AL19MBA64	Sahana					2	5	8	1	6	8	7.5	38
4AL19MBA75	Sudarshan Bhatta S V		1	6	9				1	6	8	6	36
4AL19MBA80	Varshitha V Shetty		2.5	6.5	9				3	6.5	9	7.5	42
4AL19MBA83	Vikhyath			4	9	1.5	5	9				6.5	35

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 2

Semester: 3-Scheme 2018

Date: 22 Dec 2020

Subject: CONSUMER BEHAVIOUR (18MBAMM301)　　　Time: 03:00 PM - 04:30 PM

Faculty: Mrs Priya Jyothi Sequeira　　　　　　　Max Marks: 50

Instructions to Students :
Part A : Answer any two questions
Part B :Compulsory

<div align="center">PART A</div>

Answer any2 question(s)

Q.No			Marks	CO	BT/CL
1	a	What is Personality? Explain with an example.	3	CO1	L2
	b	Discuss Freudian Theory of Personality and its implications in Marketing Strategy	7	CO1	L2
	c	Illustrate Input Process Output model with a /neat diagram	10	CO2	L2
2	a	Define Motivation?	3	CO1	L2
	b	Explain Maslow's Hierarchy of needs in detail	7	CO1	L2
	c	Explain Motivation Process and influence of motivation on Consumer Behaviour?	10	CO1	L2
3	a	Enlist the four views of Consumer decision making?	3	CO1	L2
	b	Explain the stages in online decision making	7	CO1	L2
	C	Write a note on Internal and External influences on Consumer Behaviour.	10	CO1	L2

PART B

Answer all question(s)

Case Study :

The marketer has to learn about the needs and changing of the consumer behavior and practice the marketing concept. Levi Strauss & Co were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behavior showed their greatest market of the baby boomers had outgrown and their need had changed. They therefore came out with Khaki or Dockers to different segments and comfortable action stocks for consumers in the 50 age group. Thus by separating the market and targeting

various groups and fulfilling their needs, they not only made up for the lost sales but for both men and women starting wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example, Maruti udyog limited have come out with many models Maruti 800, Maruthi Van, Zen, Alto, Wagon R, Gypsy, Baleno etc.

Questions :

1. Which is the right target group for Levi Strauss and Why?(2)
2. How should the product be positioned in mind of the consumer?(2)
3. Develop the right marketing strategy for this product.(2)
4. Which advertising channels can be used to target larger customer group ? (4)

Internal : 3

Semester:3-Scheme 2018   Date : 03/12/2020

Subject : CONSUMER BEHAVIOR (18MBAMM301)   Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira   Max Marks: 50

	PART A		
	Answer any2 question(s)		
Q.No		Marks	CO

1	a	What is Social Mobility?	3	CO1
	b	Describe the traditional family life cycle.	7	CO1
	c	What is perceived risk? How consumer will handle it?	10	CO2
2	a	What are the different elements of Learning?	3	CO1
	b	Explain the process of designing persuasive message.	7	CO1
	c	Briefly explain Classical conditioning theory and its marketing implications with proper examples.	10	CO1
3	a	What is belief?	3	CO1
	b	Discuss the need for study of cross cultural differences and strategies to overcome cross cultural problems.	7	CO1
	C	Define family. Discuss in detail the various key consumption roles in family decision making process.	10	CO1

PART B

Which stage in the family life cycle would constitute the most attractive segment for the following product and service. Explain with proper reasons.

a) Dairy Milk Chocolates   b). Royal Enfield Bullet   c) Mercedz Benz   d) Life Insurance