Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: T Y BBA	**School of Commerce and Management**	**Department: School of Commerce & Management**
Course Code: MBC MKT 305	**Course Title: - Consumer Behavior**	**Semester : III**
Day and Date: Monday, 07.12.2020	**End Semester Examination**	**Time : 2 Hrs.** **Max Marks : 50**

Instructions: 1) All Questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (Any Two)**–			
a)	Assume yourself as a manager of a well-established retail company and then answer the following question - Why it is important for a marketing manager to study consumer behavior?	9	1	CO1
b)	Assume that you are the owner of two furniture shops one catering to upper middle class consumers and other one to lower class consumers. How to social class differences influences each stores a) Products and style b) promotion and advertising.	9	4	CO2
c)	Distinguish amongst beliefs, values and customs. Illustrate clothing a person wears at different times for different occasions is influenced by customs does understanding the consumer's present insights provides opportunities for clothing markets? Elaborate	9	4	CO2
Q.2	**Answer the following (Any two)** –			
a)	Discuss the influence of lifestyle on you buying behavior. You can consider any product or service for answering this question.	8	2	CO3
b)	You are vice president (marketing) of a large retail chain. Your company's advertising agency is in the process of hiring a film star to promote the retail chain. Describe the reference group factors that you would consider before the celebrity is hired	8	4	CO4
c)	How personality type of a consumer directly influences his consumption decisions? Explain with suitable examples.	8	3	CO4 0

Q.3	**Answer the following (Any two)** –			
a)	You as a consumer have unique perceptions towards products and services which you consume? Evaluate the process of perceptual mechanism which shapes up your perception towards these products and services	8	4	CO5
b)	Evaluate the role of advertisements in shaping up of consumer attitudes. Elaborate with suitable examples	8	5	CO6
c)	How consumer attitudes and its implications play a major role in marketing decisions of a company? Elaborate with examples.	8	3	CO6

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