



JK Lakshmipat University, Jaipur
Institute of Management
END TERM EXAMINATION
(Re-test) January, 2020

BBA (R), Sem.-V
MM: 40 Marks

Course: Understanding Consumer Behaviour
Time: 2 Hours
Subject code: MK10

Instructions: Attempt any four questions.

Section A

Q.1 Which of the stages of the family life cycle constitute the most lucrative segment for the following products/services. Explain your answer with reason(s).

- | | |
|----------------------------|-------------------------------|
| (i) Pizza Takeaway | (ii) A mobile phone |
| (iii) Package Holiday Tour | (iv) Vacation to hill station |
- (10 Marks)

Q.2 Explain the Multi-attribute Attitude Model with suitable example.

(10 Marks)

Q.3 A Korean passenger car manufacturer wants to launch a new line of passenger cars in India. Given your knowledge of the Indian consumer and their attitude towards cars, how can you use a model of consumer behavior to develop a marketing strategy for the launch of these cars in India.

(10 Marks)

Q.4 Write short notes on the following.

- | | |
|---|-----------|
| (a) Personality as a variable influencing consumer behaviour. | (5 Marks) |
| (b) Instrumental conditioning. | (5 Marks) |

Q.5 Would a consumer be more likely to follow a central route or a peripheral route to persuasion when deciding what type of personal computer to buy? Why? Explain how a marketer might use your answer to construct an effective ad for a personal computer?

(10 Marks)