



**Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION 2015**



BBA SEM V
MM: 50 Marks

Course: Understanding Consumer Behavior
Time: 3 Hours
Course Code: BBA055

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

- Q-1 Explain in brief (10 Marks)
- (a) Characteristics of Culture.
 - (b) Impulse buying.
 - (c) Reference Groups.
 - (d) Cognitive Dissonance.
 - (e) Instrumental Conditioning.
- Q-2
- (a) Based on your understanding of Indian Market and Indian Consumers suggest has the Indian Consumer changed in last decade. What are the changes that you observe in the consumption pattern of Indian consumers? Explain with suitable examples. (5 Marks)
 - (b) Discuss some of the promotion and distribution adaptations that are required by the marketer to be carried out in order to sell their products in the rural markets. Give examples of both. (5 Marks)
- Q-3
- (a) Give some examples of Regional Diversity observed amongst consumer in India. What could be the reasons for this diversity? How marketers need to adapt to meet expectations of these diverse consumers? Support your answer with suitable examples. (5 Marks)
 - (b) What is Celebrity Endorsements? Discuss various types of Celebrity Endorsements. (5 Marks)
- Q-4
- (a) Take example of any three brands of your choice and explain the personality displayed by the brands. (5 Marks)
 - (b) Compare and contrast Indian Teenagers to Western Teenagers. How their consumption behavior is likely to be different or same. (5 Marks)

Section B

- Q-5 Rajat is a senior Manager with a Multinational Company. Rajat has been living in a rented apartment since he started his career. Rajat intends to buy an apartment. Discuss the process that would be adopted by Rajat to arrive at his decision to buy a particular apartment. What social and cultural influences Rajat may have on his buying decision. You may take suitable assumptions and specify the same in order to explain your answer.

(20 Marks)