

Question

Should the manufacturer:

- (a) Recall and redesign the smoke detector
- (b) Stop making the alarm with out recall and inform current owners of the problem by mail
- (c) Continue marketing the smoke detector while informing buyers of the need of changing batteries regularly?
- (d) How can an understanding of consumer behavior help the company select the most effective strategy to handle this situation?

MBMM 3001 R/MBGN 3001 R

M.B.A. DEGREE EXAMINATION, MAY 2026

Third Semester

Marketing/General

CONSUMER BEHAVIOUR

(2023 Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. State the meaning and features of Consumer Behaviour.
2. How does decision making change because of change in purchase involvement?
3. Explain the family marketing model with example.
4. What are the elements in the process of diffusion?
5. How is consumer innovation related to personality traits?

6. Highlight the importance of Consumer Rights.
7. What is the significance of ethics in the study of Consumer Behaviour?
8. Highlights the consumer buying behaviour towards online shopping.

SECTION B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Describe the various decisions making models with example. State their limitations in the market.
10. Examine the various factors that affecting the Consumer Involvement.
11. Discuss the role of family member in the decision making process.
12. Draft the Family Life Cycle process and explain how it influence in the Consumer Behaviour.
13. Marketers don't create needs, needs pre-exist marketers' — Analyse and interpret the statement.

14. Explain how can lifestyle be used effectively as a criterion in international market segmentation.
15. Elaborate the types of scales that could be used to measure the attitude of the consumers in the direct marketing process.

16. Discuss the future of Direct marketing in India with relevance to the consumer behaviour.

SECTION C — (1 × 15 = 15 marks)

Answer the following

17. Case study: Compulsory

A well known electronics company is introducing a new smoke detector with a special feature that makes the alarm beep once a minute when the detector's batteries are weak and need to be replaced. Assume that the company discovers that in many detectors the batteries can be too weak to properly operate the alarm for sometime before the "beep" features is activated.