

**June 2014**

Bachelor of Business Administration (BBA) Examination

**VI Semester**

**Consumer Behaviour**

Time 3 Hours]

[Max. Marks 80

**Note : Attempt any four questions (out of seven questions) from Section A. Each question of Section A carries 15 marks. Section B is compulsory and carries 20 marks.**

**Section A**

1. (a) Discuss the significance of studying and understanding consumer behaviour by a marketer.  
(b) Elaborate the consumer decision process by taking an example of electronic product.
2. (a) Highlight the basic areas for cross-cultural marketing.  
(b) Describe the various types of involvement in consumer buyers behaviour.
3. (a) What are the advantages and disadvantages of groups ?  
(b) How can effective market segmentation lead to understanding consumer behaviour ?
4. (a) Discuss the various barriers to accurate perception.  
(b) Explain the sociological model of consumer behaviour.
5. (a) How a buying stage and situational influence can affect the consumer behaviour ?  
(b) Explain the concept of perception of values in consumer behaviour.
6. (a) Explain the multiattribute attitude model.  
(b) Enumerate the levels of consumer decision.
7. Write short notes on any three of the following :  
(a) Positive and Negative Motivation.  
(b) Social Class and Consumer Behaviour.  
(c) Learning Model.  
(d) Nature and Characteristics of Attitude.  
(e) Cross-cultural consumer Analysis.

**Section B**

8. Analyze the case and answer the questions at end :

**DIETARY SCHIZOPHRENICS**

After years of compulsively cutting calories, cholesterol, and fat from their diets, some American consumers are starting to supplement their salads with a Big Mac or some Ben & Jerry's chocolate peanut butter cookie dough ice cream. Consumers are becoming more skeptical that the "so-called experts really know what's good for you," says Ron Paul,

president of "Technomic Inc. in Chicago. "Every Thursday, the New England Journal of Medicine says this is what's going to get you. People are tired of listening to it. They say, 'I have an 88-year-old grandmother, and she ate eggs every morning.' They're using anecdotal evidence to justify their behavior."

In a recent study by Louis Harris and Associates, about half of the respondents said they were trying hard to avoid salt, fat, and cholesterol. The study also revealed that those numbers represented a decline. But the United States is hardly becoming a country of gluttons. Consumers remain committed to healthful eating, but they feel they deserve a treat every now and then. Paul calls it "dietary schizophrenia."

Consumers rationalize that making sacrifices allows them to splurge later. "It's a further extension of the 'give-me- french-fries-and-diet-Coke' syndrome," Paul says.

Consider McDonanld's. Its reduced-fat McLean has been dubbed the McFlopper by some jokesters in the industry. And though it hit the market with a major media splash, the McLean is now rarely seen in ads. McDonald's and other fast-food chains are testing products such as triple cheeseburgers.

It's not just the fast-food chains. The grocery store aisles also are catering to consumers fed up with the pressures of being healthy all of the time. Words such as rich, hearty, and real, which were once considered blasphemy in food marketing, are making a comeback.

Lynn Dornblaster, publisher of New Product News, has a list of products that fall into what she calls the "pure indulgence" category. Examples include Haagen-Dazs Extraas line, which includes Peanut Butter Burst. Ads give an understanding ear to consumers' desire to pig out. One ad for the ice cream shows a big spoonful of the stuff, with the headline "Love it. Need it. Peanut Butter Burst!!!" in large type.

According to Mona Doyle, president of The Consumer Network, consumers are looking for the "diet Coke of food," but they're not finding it. Although the 50-plus market is still focused on healthful eating, Doyle says younger consumers are "clearly relaxing their restraints."

"The idea of getting pleasure and fun from food and putting that first has been on the upswing," Doyle says. She also suggests that consumers are seeking a balance. "They're decadent some of the time, but they're eating their fruits and vegetables and grains some of the time."

### Questions :

1. Are purchases of food products high-involvement purchases ? Explain.
2. Is the concept of cognitive dissonance relevant in this case ? Explain.
3. What evidence is there in the case that the perception process is highly selective ?
4. How would you explain the change in attitudes on the part of some consumers about what they eat ?

