

School of Hospitality

Tourism
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - I1UA402T - Consumer Behaviour

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain the benefits of brand loyalty. K1 CO1 (5)
2. Discuss the major factors that influence Consumer buying behavior. K2 CO2 (5)
3. Discuss about evolution of consumer behavior. K1 CO1 (5)
- 4) Discuss the factors influencing the post-purchase behavior of consumers. K4 CO4 (10)

OR

- How is Social Class defined? Describe the correlation between social status or prestige and income. Which is a more useful segmentation variable? K4 CO4 (10)
- 5) Define Attitude. Explain the components of attitude & its impact on consumer buying behavior. K2 CO2 (10)
 - 6) Why do marketers initiate market segmentation? A reputed manufacturer of sports and fitness goods is planning to open a nationwide chain of health and fitness centers. How can they use psychographics to segment the market? K3 CO3 (10)
 - 7) How is Brand personality different from Brand Image and Brand personification? Explain with the help of examples. K3 CO3 (10)
 - 8) What is psychographics analysis? Discuss the psychographic factors affecting consumer behavior. K4 CO4 (15)
 - 9) Define Consumer Satisfaction. What is the relationship between Consumer Satisfaction, Repeat Purchases, and Committed Customer? K6 CO5 (15)

OR

- What are the cultural factors affecting consumer behavior? Name 3 products that are presently culturally unacceptable. What marketing strategies would you use to overcome this cultural resistance? K6 CO5 (15)
- 10) What is 'Lifestyle marketing'? Explain the applications of lifestyle marketing giving suitable examples. K5 CO5 (15)