

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MBMK6008 - Consumer Behaviour

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Outline the ways in which technology has transformed the way consumers shop for products and services. K2 CO1 (2)
2. Outline some strategies for changing negative attitudes towards a product K2 CO2 (2)
3. Examine the effectiveness of print advertising as a means of persuading Indian consumers to buy a product, using examples from recent ad campaigns. K4 CO3 (2)
4. Explain brand positioning strategy for a new product that aligns with the values and lifestyle of a specific consumer segment in India. K4 CO4 (2)
5. Explain business buying process with suitable examples. K4 CO5 (2)
6. Analyze the impact of social media influencers on consumer behaviour, and recommend a social media strategy for a fashion brand targeting young adults K4 CO1 (5)
7. Analyze how the concept of brand personification can be applied in the Indian context, using examples of successful and unsuccessful brand personification strategies K4 CO2 (5)
8. Evaluate the effectiveness of different research methods for studying consumer behavior in the Indian market, including surveys, focus groups, and experiments. K5 CO5 (6)
9. Recommend a persuasive message for a product that targets a specific consumer segment in India, considering geographical and linguistic differences. K5 CO3 (8)
10. Examine the role of marketing strategies in promoting the adoption of new products in the Indian market, and evaluate their effectiveness in driving consumer behavior. K5 CO4 (8)
11. Assess the dimensions of consumer research in India, including demographic, and psychographic, and develop a research strategy for a new product launch. K6 CO5 (8)