

Code No:MB193C1 /19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA VIZIANAGARAM
MBA III Semester Regular/Supplementary Examinations, November -2025

CONSUMER BEHAVIOR(Marketing)

Time: 3 Hours

Max. Marks: 75

Answer any FIVE Questions One Question from Each Unit
Question No.11 is Compulsory

UNIT-I

1. a What is consumer behaviour? State its applications in Marketing. 6M
- b Distinguish between consumer and customer with suitable examples. 6M

OR

2. a What is marketing communication flow? Discuss its components. 6M
- b How sensory communication (visual, auditory, tactile) influences consumer perceptions and buying behavior? 6M

UNIT-II

3. a Explain the motivational theories of consumer behavior. 6M
- b Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior 6M

OR

4. a What are the requirements for effective segmentation? Explain. 6M
- b Discuss the bases for segmentation. 6M

UNIT-III

5. a Discuss the characteristics and uses of Howard- Sheth model. 6M
- b Explain the Nicosia model of consumer decision-making. 6M

OR

6. a How do situational factors influence consumers' purchasing decisions? Explain with suitable examples. 6M
- b Explain the different types of situational variables. 6M

UNIT-IV

7. a How personality and life style influences customer decision making process. 6M
- b How is perception measured in consumers? 6M

OR

8. a What are the dimensions of brand personality? Explain. 6M
- b Analyze the importance of customer feedback in managing and enhancing service quality. 6M

UNIT-V

9. a Discuss the post-purchase behavior of a consumer. 6M
- b Examine the role of location in outlet selection and its impact on consumer purchasing behavior. 6M

OR

10. a Discuss the role of problem recognition in the overall consumer decision-making process 6M
- b Examine the factors that influence the depth of information search during consumer decision making 6M

CASE STUDY

11 Mr. Greasy is a national car care chain that specializes in providing routine services like 15M

oil changes and safety inspections. It advertises nationally and its stores are recognizable from the road by their gray and yellow color schemes. Mr. Greasy's advertisements emphasize the importance of changing a car's oil regularly in order to prevent costly engine failure. To encourage brand loyalty, Mr. Greasy offers customers reward cards that customers get stamped every time they get an oil change, and can receive the sixth oil change free after the purchase of the first five. Fast Oil, a North Carolina chain that offers the same kind of services, paints its stores black and yellow in an effort to appear like Mr. Greasy stores and benefit from Mr. Greasy's extensive advertising. Thus many customers have developed positive perceptions of Mr. Greasy, note Fast Oil's store color, and mistake Fast Oil stores for Mr. Greasy stores.

Questions :

1) What is instrumental conditioning? What are different elements of instrumental conditioning? Which elements of instrumental conditioning being used by Mr. Greasy's?

2) How are the concepts of stimulus generation and positive reinforcement being used at Mr. Greasy's?