

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2078
Bachelor of Business Administration (BBA)
Semester - VII

Subject: Consumer Behavior
Full Marks: 100 Pass Marks: 50

Course Code: MGT 472
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Define consumer behavior and discuss the scope of consumer Behavior.
2. Enlist and discuss the level of consumer decision making.
3. Discuss the different strategies used implementing segmentation in consumer behavior.
4. Enlist and discuss the components of tri-component model of attitude.
5. It is important to remember that unethical marketing behavior may not be illegal; it is unethical if it violates generally accepted rules of conduct. Discuss the dimension of marketing ethics in consumer behavior.
6. Discuss the personality traits under big five model theory of personality.
7. How reference group influence the consumer behavior?
8. "Culture is like an 'invisible hand' ~ it is hard to describe and measure but has an incredibly important influence on consumer behavior". Provide your rationale on this statement.
9. Discuss the role of motives in consumer behavior.
10. The sensory world is made up of an almost infinite number of discrete sensations that are constantly and subtly changing. What are the factors that contribute in dynamics of perception?

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. Achieving customer satisfaction is critical and challenging task in marketing that has linear connection with loyalty and migration. In this regard, discuss the challenges of customer satisfaction, loyalty and migration
12. The consumer decision making is a complex and has different perspectives; discuss the four different views of consumer decision making.
13. Marketer need to be responsible towards social concerns of consumer and society. Discuss social responsibility issues in marketing.
14. Attitude has significant impact on consumption patterns of consumer, that's why marketers used different strategies to change the attitude of consumers. Discuss the strategies used by marketers to change the attitude.
15. Reference group is extensively used in marketing communication to promote a variety of goods and services. What are the applications of reference that are relevant in consumer behavior?

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions:

You probably have a favorite breakfast cereal. However, do you switch around to other brands, flavors, or varieties from time to time because you get bored or are curious about other alternatives? If the answer is yes, you are engaging in variety seeking. Variety seeking is a challenge because it means that consumers switch brands for reasons beyond a company's control.

However, there is hope. Research shows that consumers are more likely to become bored (satiated) on sensory attributes such as taste than on non-sensory attributes such as brand name. Basically, this means that consumers don't switch because they are bored with the brand but because they are bored with a specific attribute of the brand such as its taste. This effect is called *sensory-specific satiety*, and it is a major driver of consumer variety seeking in foods such as tortilla chips, cake mixes, and cereal bars.

The good news for brand managers is that offering variety on key sensory attributes can increase loyalty to the brand even if consumers engage in variety seeking. This is because consumers can switch among the various options *within* the brand (e.g., from Kellogg's Froot Loops to Kellogg's Frosted Flakes) and the brand still gets the sale.

Questions:

- a. What effect do you think variety seeking has had on the proliferation of food products in the supermarket?
- b. What other products have sensory attributes other than taste that might be prone to satiation effects?
- c. What strategies you are going to adopt to overcome the problem of satiation effects?

THE END