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Code No: BA1918

GEC-R14

MBA III Semester Regular Examinations, November 2016

**CONSUMER BEHAVIOUR**  
(Master of Business Administration)

Time : 3 Hours

Max. Marks : 60

**Note:** Answer All Sections of Questions.

All Questions from **Section-A** are to be answered at one place.

**SECTION-A**

**6 × 2 = 12M**

1. Define Positioning.
2. What is PLC?
3. What is Reference Group?
4. Explain Learning.
5. Distinguish between need and want.
6. What is Post-purchase behaviour?

**SECTION-B**

**3 × 12 = 36M**

1. a) Discuss the concepts and approaches to the study of consumer behavior.  
(OR)  
b) Explain the importance of the consumer in rural markets.
2. a) Define Perception in consumer behavior in detail.  
(OR)  
b) Explain the role of culture and sub-culture in consumer decision making process.
3. a) Define Consumerism and what are marketer responses to consumer issues?  
(OR)  
b) Discuss the process in consumer purchase decision making.

**SECTION-C**

**1 × 12 = 12M**

**Case Study (Compulsory)**

The foreign operations of McDonald's, one of the leading restaurant chains at the global level, witnessed very fast growth since 1980, and especially during 1990s. There are a host of factors behind the rapid growth. However, it is McDonald's effort to adapt to the host country culture that is the most

important factor. It is a well established fact that consumers in the host country would desire that a foreign firm entering their country should not undermine the local culture, tastes, and beliefs. If it does it, they will resist its entry. Perhaps this was the reason that the start of McDonald's was a bit late because their architecture did not conform to the local one. Similarly, in India, where the majority of population is Hindu and the Hindu religion does not permit eating of beef, McDonald's had to change the main component of their hamburger from beef to mutton. Only then, were they able to flourish in India and compete with the local fast food chains. Similarly, one of the reasons McDonald's succeeded in Quebec, Canada, is that they have modified their menu to suit the local population. They provide cheese curds and hot gravy along with French fries, which is similar to a local dish called poutine.

**Questions:**

- a) Is it true to say that McDonald's prefer to transplant its home-country culture in different host countries?
- b) Why did McDonald's adapt their product in India?

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