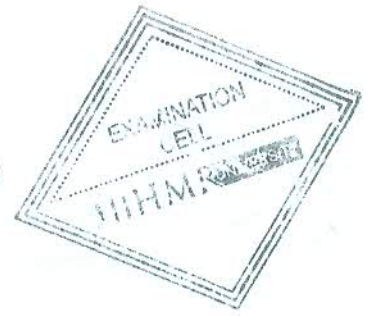


LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09 (2017-2019) – 2 Year



“Consumer Behaviour”
Term Examination

Time - 3 Hour

MM-70

The question paper contains 02 printed pages.

SECTION A
(35 Marks)

Note: All the questions in section A are compulsory

Q1. Explain the following **(2.5x2=05)**

- a) Consumer learning
- b) Schematic diagram of attitude component and manifestations

Q. 2. By associating personality characteristics with consumer behavior, a marketer can formulate marketing strategies in an effective manner. Explain the statement citing suitable examples. **(10)**

Q3. Explain the Psychoanalytic Theory of Freud. Cite relevant examples in support of your answer. **(10)**

Q4. Give an account of “Information processing for consumer decision making”. Cite relevant examples in support of your answer **(10)**

SECTION B
(35 Marks)

Note: All the questions in section B are compulsory

Part 1

Answer any 5 of the following questions. Each question carries **5 marks (5x5=25)**

- Q1. What do you mean by diversity of consumer behavior? Enlist the various determinants of individual consumer behavior?**
- Q2. Discuss the various types of reference group appeals with suitable applications?**
- Q3. Mention the cultural factors subcultural factors influence on consumer behavior?**
- Q4. Explain the concept of diffusion of innovation. How does the product characteristics influence the rate of diffusion?**
- Q5. State and explain the characteristics of consumer behavior?**
- Q6. Define adoption? Explain various stages of adoption?**

Part II

Case study:

(10)

Q1. A medical device company is deciding to make painless needle syringes for diabetic patient in India. You are required to:

- a) Explain the motivation of patient in buying this painless needle syringes and your way to promoting it
- b) Segment, targeting and position the painless needle syringes in Indian market?

