

2.4.2013



DOON UNIVERISTY, DEHRADUN
Mid Term Examination, Fourth Semester, 2013
School of Management

MBA

Course: MMS- 547: Cross Cultural Consumer Buying Behavior

Time : 2 hours

MM 30

Note : Attempt any three Questions.

(Marks: 10x3=30)

1. Describe the needs that the following products would satisfy. Based on your answer, in each case suggest what appeals should the marketer use to motivate the customers to buy the products?

- 1.A music system
- 2.A motorcycle
- 3.A washing machine

2. For the following products, suggest the type of reference groups that can be expected to influence the purchase decisions. Justify your answer in each of the case:

1. Expensive watches
2. Refrigerators
3. Vacation packages

3. Describe the role of cultural values in influencing consumer behavior. How would you, as a marketer of credit cards utilize your knowledge of culture to market these products in India? Discuss in detail.

4. Write short notes on:

1. Theories of Consumer Choice
2. Consumer involvement, knowledge, and problem-solving variations