

International Islamic University Chittagong
Department of Business Administration
Program: MBA
Mid term Examination, Autumn 2019
Course Title: Consumer Behavior Course Code: MKTG-5504

Time: 2.00 hrs

Marks: 30

[Answer any **three** of the following questions. Figures in the right hand margin indicate marks.]

- 4+6

1. a. Discuss strategic applications of consumer behavior.
b. Elucidate the benefits and limitation of segmentation. For the following goods and services, what implications are there for population changes for the marketer of
a. furniture, b. coffee?
- 5+5

2. a. Identify the need for cross cultural understanding. Discuss characteristics of culture.
b. How do different cultural values have impact on consumer decision making?
- 5+5

3. a. Explain social class that would have influence on marketing.
b. Discuss traditional family life cycle stages.
- 2.5*4

4. Write short notes (any four):
a. Discipline involved in consumer behavior
b. VALS
c. Decision areas for international marketers
d. Black subculture