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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - III
Sub.: Consumer Behaviour (MMM306)

Date : 17/12/2024**Total Marks : 60****Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Howard–Sheth Model of Buying Behavior.
 2. The concept of self.
 3. Consumer Perception.
 4. Characteristics of Opinion Leaders.
 5. Instrumental Conditioning .
- Q. 2. Answer in detail (Any One) (10)**
1. Explain elements of perception.
 2. Discuss the Channels of communication.
- Q. 3. Answer in detail (Any One) (10)**
1. Describe the Consumer Motivation, needs & goals.
 2. Explain Consumer Decision Making Process.
- Q. 4. Answer in detail (Any One) (10)**
1. How do innovators function as opinion leaders and change leaders within an organization?
 2. Give the Definition of Learning and Characteristics of Learning.
- Q. 5. Case study (15)**
- Change Leader – Transforming Alpha Manufacturing Ltd.**

Alpha Manufacturing Ltd., a once-thriving production company, had been struggling with outdated processes, low employee engagement, and declining market share. The leadership team realized they needed a change leader to help revitalize the company. In 2021, they appointed Arun Verma, a seasoned leader known for successfully driving change in organizations facing stagnation.

Arun's strategy focused on clear communication, employee empowerment, and embracing technological innovation. He began by holding town hall meetings to address concerns, outline a new vision, and introduce the company's commitment to adopting advanced manufacturing technologies. He set up a task force to overhaul their supply chain processes and incorporated employee feedback into the development of new

workflows. Arun's leadership was centered on creating a culture of trust and inclusion, which helped to break down the silos between departments.

Within a year, Alpha Manufacturing had significantly improved efficiency, reduced costs, and re-established its competitive edge. Employee satisfaction soared, as the workforce felt more involved and valued in decision-making. Arun's ability to inspire

change, communicate effectively, and lead with empathy helped Alpha Manufacturing make a remarkable turnaround. His leadership demonstrated that successful change leadership is not only about implementing processes but also about shifting mindsets and encouraging collaboration.

Questions

1. How did Arun Verma, as the appointed change leader, approach the challenge of revitalizing Alpha Manufacturing Ltd.?
 2. What strategies did Arun implement to create a culture of trust and inclusion among employees during the change process at Alpha Manufacturing?
 3. In what ways did Arun's leadership contribute to the successful turnaround of Alpha Manufacturing Ltd.?
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