

CONSUMER BEHAVIOUR

(MBA-901)

Roll No _____

The question paper has three sections. Section A = 20 marks, Section B = 32 marks and Section C = 8 marks. Section A consists of 6 questions of 5 marks each and students have to attempt any 4 questions. Section B consists of 4 questions with 2 subsections from each unit of syllabus. It is compulsory to attempt one question from each subsection. Each question is of 8 marks each. Section C consists of one case study of 8 marks. & is compulsory.

SECTION A

1. State the importance of studying consumer behaviour.
2. Outline Howard Sheth Model.
3. Outline some strategies which a company can adopt to reduce cognitive dissonance.
4. Specify the psychological influences on buyer behavior
5. What do you mean by negative reference group?
6. Differentiate between consumer perception and consumer attitude.

SECTION B

7. Discuss inter disciplinary nature of consumer behavior. Design a consumer behavior study while highlighting in detail the research process.
8. How is consumer personality different from product personality? Why is it important for a company to achieve congruence between the two? Give examples.
9. Outline consumer decision making process. Highlight the stages where external influences most influence.
10. Differentiate between following
 - a. Pre and post purchase process.
 - b. Early adopters and laggards

Section C case study

Indians use hair oil in many different forms: before a bath, after a bath, in the night, and during day; hair oil is an integral part of their life. One of the neglected hair oil categories is the cooling oil category.

One of the companies i.e. Emami spotted an opportunity in this category and building a vibrant business out of it and launched **Navratna in 1991**. The name "Navratna" was derived from the unique mix of nine ayurvedic herbs.

The company took the old "cooling oil" product and launched it as a "Stress Buster". The market of hair oil was mainly an unorganized market and Navrantna was a first mover in this industry. It was first to brand and mass market a cooling oil and to create an unmatched presence. Initailly the brand was endorsed by actors like Govinda and Rambha through "Thanda Thanda, Cool Cool" commercials. However, in 2004, Emami

executives decided to lend stature and salience to the brand and roped in superstar Amitabh Bachchan in the hope that he would break geographical barriers for them and appeal to the classes and masses by positioning brand as a stress and headaches buster. The company has continued to use celebrities to build the cooling oil franchise and has met with tremendous success. Apart from clutter breaking communication on the brand with apt use of celebrities, the company has been engaged in a lot of breakthrough marketing initiatives. One such initiative was the companies efforts to market to the bottom of the pyramid segment by introducing sachets, which has not only been a trial and volume generator but also a growth engine for the brand.

Therefore, Emami managed to revive a neglected product category and make it a profitable segment by using focused and innovative marketing efforts. Not only has the brand Navratna become the undisputed leader of the cooling oil market in North India, but the brand has also managed to break into a non-traditional market such as Andhra Pradesh through its high power advertising.

Questions

- A. What basis has Emami used to segment and target the market? Could it have positioned the product using any other basis.
- B. What external influences has the company used to influence consumer decision making process?

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