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Total No. of Pages: 03
Total No. of Questions: 15

MBA (Sem.-3rd)
CONSUMER BEHAVIOR
Subject Code: MBA-901
Paper ID: [C1171]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

1. Attempt any FOUR questions section-A
2. Attempt any four questions section –B. It is compulsory to attempt one question from each subsection. Each question is of 8 mark each.
3. 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.

SECTION A

20

- Q.1.** Discuss interdisciplinary nature of consumer behaviour.
- Q.2.** Discuss various basis of market segmentation.
- Q.3.** Which stage in the family life cycle would constitute the most attractive segment for a Home theatre system? Give reason.
- Q.4.** What major application of life style marketing utilised by present day marketer?
- Q.5.** Discuss the role of opinion leaders in consumers' decision making process. How does a marketer profile a opinion leader.
- Q.6** How as a marketer of laptops, would you use the knowledge of the post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance? Describe the response strategies you will follow.

SECTION B

UNIT-I

- Q.7.** What is consumer behaviour? Using a practical research problem highlight the application of research in consumer behaviour. **(32)**
- Q.8.** You have been asked to advise a womens wear Fashion apparel manufacturer, to help them suitably segments their market and identity the most appropriate target

segment. The company manufactures both formal and casual wear, and has a stylish, upmarket range. Explain how he would segment the market and which segments would be the most appropriate for this manufacturer.

UNIT-II

Q.9. Write short notes on following:-

- (a) Product personality
- (b) Cognitive learning
- (c) Perceived risk and postponement of demand
- (d) Elements of consumer learning.

Q.10. Discuss the components of an attitude. Taking the example of a consumer's enable Purchase decision, explain what functions do attitudes play in consumer decision making.

UNIT-III

Q.11. What is a difference between I purchase decision and a We purchase decision? How are the influencers in the two different? Give examples.

Q.12. “ Define culture, Explain the affect of culture and subculture on consumer behaviour. Give suitable examples to support your answer?

UNIT IV

Q.13. Discuss the adoption process in detail. What can a company do to ensure that it is able to cross the chasm in the consumer adoption processes?

Q.14. Discuss various models of consumer decision making in pre purchase, purchase and post purchase processes.

SECTION C

(Case study)

(8)

Q.15. Marketers are now working to harness the new found communications power of their everyday customers by turning them into influential brand ambassadors, Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador

programs that organize and multiply consumer to consumer interactions about their brands.

Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched.

One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps.

Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lesson on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site.

QUESTIONS:-

- (a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought product and services? How would your answer change if the product in question was detergent or cooking oil?
- (b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer.
- (c) Comment upon Sony's strategy of using brand ambassadors to launch its cameras. What can be the possible dangers of using this approach?

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