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Third Semester MBA Degree Examination, December 2011
Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Q8 is compulsory.

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| 1 | a. Define consumer behaviour. | (03 Marks) |
| | b. Differentiate between the positivist and inter pretivisit approaches in consumer research. | (07 Marks) |
| | c. Explain the simplified model of consumer decision making process, with examples. | (10 Marks) |
| 2 | a. What is meant by consumer research? | (03 Marks) |
| | b. Discuss the benefits of consumerism. | (07 Marks) |
| | c. Discuss the Howard – Sheth model of CB. | (10 Marks) |
| 3 | a. What is meat by brand personality? | (03 Marks) |
| | b. Define communication. Describe the communication model along with the components of communication. | (07 Marks) |
| | c. Explain the various types of techniques involved in qualitative research. | (10 Marks) |
| 4 | a. What is opinion leadership? | (03 Marks) |
| | b. Discuss Maslow’s hierarchy of needs and its marketing applications. | (07 Marks) |
| | c. What is perceived risk? How do consumers handle risk? | (10 Marks) |
| 5 | a. Define the term culture. | (03 Marks) |
| | b. Discuss the importance of Fren’d’s Psycho analytical theory in marketing. | (07 Marks) |
| | c. What is reference group? Explain the various types of reference groups, with examples. | (10 Marks) |
| 6 | a. Define attitude, in a consumer behaviour context. | (03 Marks) |
| | b. Explain the tricomponent attitude model, with examples. | (07 Marks) |
| | c. What is meant by learning? Explain the elements of learning, with examples. | (10 Marks) |
| 7 | a. What is e-CRM? | (03 Marks) |
| | b. Define social class. Explain the three different approaches for measuring the social class. | (07 Marks) |
| | c. Explain the need for the study of cross cultural differences and also explain the strategies to overcome cross cultural marking problems. | (10 Marks) |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY :

In the fall of 1998, Chrysler and Mercedes-Benz merged, forming Daimler Chrysler is the world's third car maker in sales and the world's fifth largest car maker in number of cars sold Daimler Benz, best known for making luxury sedans, also makes commercial vehicles, sport utility vehicles and aerospace products. Today Mercedes-Benz USA is a wholly owned subsidiary of Daimler Chrysler.

Mercedes-Benz cars, which are manufactured in Germany, mainly forced on highly rich people, were first sold in the United States in the 1950s. Mercedes Benz's strategy in the United States has always been to market premium automobiles. During the 1970's and 1980's, Mercedes-Benz engineers built the best cars they could. They set a premium price tag on the products and for years that was how the prices of cars in the United States were established. When Japanese automobiles Lexus and Infinite were introduced in to the US market, Mercedes-Benz found itself facing increased competition. Lexus and Infinite along with a resurgent BMW elected to compete with Mercedes-Benz by offering comparable quality at lower prices. These marketing strategies had an impact on Mercedes-Benz's business. To combat the increased competition, dealers in the United States became focused on marketing efforts that would minimize customer satisfaction.

Mercedes-Benz's US strategy for customer satisfaction is based on what it calls a customer value triad. The customer value triad consists of :

- i) Perceived goods quality
- ii) Service quality
- iii) Value based prices.

Questions :

- a. Analyse the strengths, weaknesses, opportunities and threats of Mercedes-Benz. (05 Marks)
- b. What role do customer expectations have in customer's satisfaction with a Mercedes-Benz automobile? (05 Marks)
- c. How might a company like Mercedes-Benz plan each element of the customer value triad so that each would help the company exceed customer expectations? (05 Marks)
- d. What is the relationship between price and value in the purchase of a Mercedes-Benz? (05 Marks)

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