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**Third Semester MBA Degree Examination, Dec.2014/Jan.2015**  
**Consumer Behaviour**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any THREE full questions from Q.No.1 to Q.No.6.**  
**2. Question No. 7 & 8 are compulsory.**

- 1
  - a. What is ethnography? (03 Marks)
  - b. What are the trends in determinants of consumer behaviour? (07 Marks)
  - c. Elaborate tradition family life cycle. What are the product strategy for each stage? (10 Marks)
- 2
  - a. Explain subliminal perception. (03 Marks)
  - b. Explain Nicotia model with neat diagram. (07 Marks)
  - c. Bring out the usefulness of life style segmentation for markets, while work out media and promotion programme for the same. (10 Marks)
- 3
  - a. Which are the elements of learning process? (03 Marks)
  - b. Explain a Person's attitude towards visiting "Amusement Park" in terms of the tricomponent attitude model. (07 Marks)
  - c. Explain input process output model in consumer behaviours with the neat diagrams. (10 Marks)
- 4
  - a. "Needs are the motivational elements behind purchase". Discuss. (05 Marks)
  - b. What is consumerism? Discuss the major problem faced by Indian consumers. (05 Marks)
  - c. Discuss the importance of personal influence and word of mouth communication impact on buying behaviour with suitable examples. (10 Marks)
- 5
  - a. What do you understand by opinion leadership? (05 Marks)
  - b. What is Enculturation and Acculturation? (05 Marks)
  - c. L.G. has introduced a Mix media Television with 55" screen and has a powerfull processor. With a full size screen and other easily plugged in's. How can the company use the diffusion of innovations form work to develop promotion, pricing and distribution strategies to target the following adoption categories? i) Innovators ii) Early adoptors iii) Early majority iv) Late majority v) Laggards. (10 Marks)
- 6
  - a. How do marketers utilize the concept of stimulus generation? Illustrate taking suitable example. (10 Marks)
  - b. Illustrate with suitable example, the concept of "S.T.P" model. (10 Marks)
- 7
  - a. Describe how manufacturer of chocolate bars can apply their knowledge of differential threshold to packages and price during the periods of rising ingredient cost. (05 Marks)
  - b. Discuss the problem recognition process in case of consumer goods. (05 Marks)
  - c. A marketer of high end perfume for women wants to use "AIO" segmentation to select appropriate marketing strategy for his product. Which segments in your view, would be the most suitable for such a product and why? (05 Marks)
  - d. What are the factors that results in a high degree of pre-purchase research for information by consumers? (05 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:

Amul chocolate India, a division of Gujarat co-operative milk marketing food products, achieved record sales in 2012 despite a difficult economic environment, intense competitive activity and consumer resistance to price increases. Economic uncertainty led to retailers keeping down inventories of Amul products.

Competitors such as Nestle company introduced a variety of new products, brand extensions and additional pack types. Consumers initially resisted the increase in price of candy although it was the first increase in five years.

Amul's "kisses with almonds" became the most successful new product introduction achieving record sales in the corporations history.

Part of Amul's strategy is to target mothers as they determine children's early taste in candy, in addition, research shows that adults eat more than 55% of all candy sold. Bite size products, such as "Kisses" "Ashe" and several miniature chocolate bars are popular with adults consumers. During Diwali and Dasahara season, these products have tremendous appeal for adults. Candy bars are more oriented for all season.

Average Indians consumed 20.7 kgs of confectionery products in 2011, 1.5 pounds more than in 2010.

## Questions:

- a. What are the advantages of targeting candy to adults rather than children? (05 Marks)
- b. Does targeting to adults require a change in image for candy products? (05 Marks)
- c. Why do you think bite-size candies are so popular with adults? (05 Marks)
- d. Describe the attitude and behaviour of Indian consumers towards chocolates in general with a view how to facilitate western company introducing their products in India. (05 Marks)

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