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08MBAMM313

Third Semester MBA Degree Examination, June/July 2011

Consumer Behaviour

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from the Q.No.1 to 7.
2. Question No. 8 is compulsory.**

- 1 a. Define consumer behaviour. Which are the disciplines from which CB has borrowed? (03 Marks)
b. Explain the consumer decision making process. (07 Marks)
c. What are the consumer rights? Explain the Indian context. (10 Marks)
- 2 a. Discuss the benefits of consumerism. (03 Marks)
b. What is frustration? Explain any five defense mechanisms people adopt to resolve frustration. (07 Marks)
c. Explain Maslow's hierarchy of needs. How is this concept applied in modern marketing? (10 Marks)
- 3 a. Define learning. (03 Marks)
b. Explain the factors influencing consumer behaviour. (07 Marks)
c. Explain the ethical issues and give one example of unethical practice by individual in marketing. (10 Marks)
- 4 a. Define decision. (03 Marks)
b. Explain the Freudian theory. (07 Marks)
c. Discuss the consumer research process. (10 Marks)
- 5 a. Define attitude and its nature. (03 Marks)
b. Explain the characteristics of attitude. (07 Marks)
c. Discuss the concept of situational influences, in detail. (10 Marks)
- 6 a. Write the difficulties in cross cultural marketing. (03 Marks)
b. Discuss cross cultural problems in global market. (07 Marks)
c. Explain the need for the study of cross cultural differences and also explain the strategies to overcome cross cultural marketing problems. (10 Marks)
- 7 a. What is the significance of CRM? (03 Marks)
b. Explain the roles of family members in decision making process. (07 Marks)
c. What is diffusion of an innovation? Explain the steps in extended decision making process. (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.

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Case study :**Nokia Plans to Design Handsets for Disabled**

In an effort to take the mobile phone to the next billion worldwide, Nokia has started research to roll out handsets specifically designed for the disabled. The world largest handset vendor plans to undertake extensive research in India to understand the consumer behaviour of people with visual or hearing problems, towards the mobile phone.

Nokia is exploring ways to make the mobile phone friendly for such consumers. This could be done through using a different user interface, using icons, and pictures in the menu and phonebook instead of text using large fonts, louder ringing tones and voice commands.

These phones might have a different design aspect where India will also play a vital role. Talking to ET during his recent visit to India, Nokia Global Director, product group (entry business unit mobile phones) Heikki Koivu said the challenge to sustain growth will be reach out consumers who do not use a mobile phones.

“When we have to address issues like physical disabilities, low vision, poor hearing and illiteracy. We also need to design phones that can support hearing aids,” he said. He said India is a focus market for Nokia to understand consumer behaviour of mobile phones among the disabled.

“It is due to sheer size of the population in this country. We have started adapting such features in some entry level handsets like Nokia 1650 shipped to emerging countries like India. But, this will not attain bigger sale”, said Mr. Koivu.

India and China are two Nokia’s largest markets for entry level phones. The entry level portfolio includes handsets, which are priced between Rs.1500 and Rs.5000. Nokia is also planning to bundle its internet services ‘Ovi’ in the entry level phones sold in India.

“We are planning to bundle most of the Ovi applications in handsets shipped to India, including musical services Nokia music store. All such integration will take place over the next three years for the entry level handsets. We need to simplify these applications to suit consumer preferences in emerging markets”, said Mr. Koivu.

Questions :

- a. Analyse the case and identify the significant issues. (05 Marks)
- b. What could be the marketing strategy for Nokia to market mobile sets for disables? (05 Marks)
- c. Mobile for disables” – do you like this idea? Explain. (05 Marks)
- d. What could be the additional features can be associated with mobile set? Explain. (05 Marks)

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