

USN

--	--	--	--	--	--	--	--	--	--

14MBAMM301

Third Semester MBA Degree Examination, June/July 2016
Consumer Behaviour

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define consumer behavior. (03 Marks)
- 2 What is brand personality? (03 Marks)
- 3 Define communication. (03 Marks)
- 4 What is social class mobility? (03 Marks)
- 5 What do you mean by reference group? (03 Marks)
- 6 What is diffusion of innovation? (03 Marks)
- 7 What is consumer research? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between customer and consumer. (07 Marks)
- 2 Explain the consumer research process. (07 Marks)
- 3 Explain Maslow's hierarchy needs and explain its marketing implications. (07 Marks)
- 4 Discuss the various advertising appeals effective in persuading target audience. (07 Marks)
- 5 Describe the traditional family life cycle. (07 Marks)
- 6 Explain the characteristics of culture. (07 Marks)
- 7 Who is opinion leader? Discuss the role of opinion leaders in influencing purchase behavior. (07 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.

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is consumer right? Explain its types. (10 Marks)
- 2 Explain in detail the four views of consumer decision making. (10 Marks)
- 3 What is perceived risk? How do consumers handle perceived risk? (10 Marks)
- 4 Mention the application of classical conditioning theories that marketers can incorporate. (10 Marks)
- 5 Briefly discuss the social class categories in India. (10 Marks)
- 6 Explain the types of reference groups with a suitable examples. (10 Marks)
- 7 Mention the various stages of the adoption process. How can marketers use this information to strategise? (10 Marks)

SECTION - D**CASE STUDY – [Compulsory]**

When the ₹ 415.13 Titan industries expanded from the watch market in April 95, where its Titan brand had been extremely successful into designer jewellery with its Tanishq brand of watches, the company was obviously trying to appeal to the buying power of the superior. To begin with Tanishq offered 18 karat jewellery to consumers who have traditionally purchased yellow 22-karat gold. Also the European designers did not go down well with consumers who preferred chunky traditional jewellery. More important, however, not only was branded jewellery a super premium product at a price level that was 20 percent higher than that of jewellery. But despite its avowed attempt to provide an exclusive product, the company not only used newspapers for its advertising thus robbing the brand of media exclusivity –it also built retailing system and ambience not vastly different from those it had used for Titan. Repelled by the easy availability and lack of exclusivity, although their budgets were no constraint, the super rich responded lukewarmly to the product, forcing a pricing & positioning rethink two years later.

- 1 Where do you think the company went wrong in understanding the taste and preferences of the particular social class segment? (10 Marks)
- 2 Can you suggest a communication programme that will appeal to the target market in this case? (10 Marks)

* * * * *