

AT-1420

M.B.A. Semester—III Examination

CONSUMER BEHAVIOUR

Paper—MBA/3203/M

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (A) What do you mean by Consumer involvement ? Explain in detail the various levels of Consumer involvements with suitable diagrams and examples. 14

OR

- (B) Explain significance of Consumer behaviour studies. How can the study of consumer behaviour assist marketers in their strategy of segmenting markets and positioning products. 14

SECTION—B

2. (A) Explain types of consumer decision process. 7
- (B) State the type of information sources important for purchasing the following products :
- (i) A premium segment car
- (ii) An international tour package. 7

OR

- (C) Discuss Consumer perception with its stages in detail. 7
- (D) Give any two products with low and high involvement of buyers. Justify your answer by explaining parameters used for classification. 7

3. (A) Discuss VAL-2 classification model of lifestyle. 7
- (B) Maringo corporation sells healthcare products through door to door solicitation only. Although some advertising is used, the company relies primarily on its familiar company name and reputation of its brand for quality, as the prime reason for justifying a high price. Company looking at stiff competition wishes to use a celebrity for endorsement of its products/brands. Do you feel that a highly Credible source will enhance a favourable cognitive responses ? Comment. 7

OR

- (C) Explain Fishbein multi attribute attitude model with suitable example. 7
- (D) You are required to adopt attitude towards ad model to launch new shades in the lipcare segment of lip balms. Discuss how you will go about the project. 7

SECTION—C

4. (A) What do you mean by Reference Group ? Explain the influence of reference groups on consumer behaviour. 7
- (B) Discuss Individual roles in family purchases. 7

OR

- (C) What do you mean by Opinion Leaders ? Explain its importance in the context of consumer buying behaviour. 7
- (D) Do you feel a company targeting woman consumers should have two different sets of policies ? Targeting working women and home makers. Justify your answer. 7

SECTION—D

5. Bailey a strong differentiated brand in Canada that has been supported over time with effective above-the-line advertising, positioned for years as a brand to accompany special occasions. Bailey has never relied on promotion or price discounting. But after two years of robust sales increases the year 2005 brought a rapid decline in the brand's sales growth various strategies were made for boosting the brand's sales momentum. It was not that people did not like the brand, they simply did not drink it very often.

The obvious strategy was try to extend usage to more frequent occasions, but people were conditioned to think of Bailey's as an indulgence for special occasions would not feel comfortable ordering Bailey's in an impersonal setting like crowded and noisy restaurants. The brand was boxed in by its existing positioning. Yet repositioning the brand as one being suitable for casual social occasions would put it into direct competition with many other spirits brands.

The question become, how far could the repositioning of Bailey's be started.

- (a) Analyse the case. 3
- (b) How can the study of consumer behaviour be applied for the marketing in the above case ? 5
- (c) What way can consumer audit be conducted in this case ? Explain how it will be useful in marketing of the brand. 6

