

AS-772

M.B.A. (Semester-III) Examination

CONSUMER BEHAVIOUR

Paper-MBA/3203/M

Time : Three Hours]

[Maximum Marks : 70

- N.B. :-** (1) Attempt **all** questions.
(2) Figures to the right indicate marks.

SECTION-A

1. (a) Analyze every aspect of consumer behaviour. "Decision making continues even after a sale", what steps could be taken to encourage repeat purchase and brand loyalty. 5+5+4=14

OR

- (b) Recognise reasons for studying consumer behaviour. How would you formulate marketing strategies for consumer behaviour ? 8+6=14

SECTION-B

2. (a) Explain in brief the concept of Just Noticeable Difference (J.N.D.) in consumer perception. 7

- (b) Find any two advertisements depicting different types of perceptual distortion. Discuss your choices. 7

OR

- (c) Why are consumer needs and goals constantly changing ? What factors influence the formation of new goals ? 4+3=7

- (d) You have a member of an advertising team assembled to develop a promotional campaign for a new digital camera. Develop two headlines for this campaign each based on one of the levels in Maslow's Need Hierarchy. Justify your answer. 7

3. (a) Discuss the various roles played by family members in family decision making process. 7

- (b) What advice would you give considering opinion leadership to an Indian retailer, who wants to sell woman clothing in America, based on culture in America ? 7

OR

- (c) Discuss stages in adoption process. 7
- (d) A marketing team of an online shopping company assigned job of taking M-commerce to Indian rural market. As a leader of the team what strategies you would like to introduce to take this concept to rural customers considering overall situation in rural area. Justify your answer. 7

SECTION-C

- 4. (a) Enumerate and explain various participants of an manufacturing industry's buying process. 7
- (b) What are the internal factors influencing industrial buying process ? Explain. 7

OR

- (c) Discuss Howard Sheth model of consumer behaviour. 7
- (d) Enumerate the issues the company should include in consumer behaviour audit. Justify your answer. 7

SECTION-D

- 5. Proctor and Gamble (P & G) is offering a number of different products and/or product version over the internet that you can't buy at your local retail store. But a consumer can go to Procter and Gamble website and under "services and offers" a consumer can click on "Try and buy". Then for a number of product P & G will offer you a free sample, a cent off coupon, or the ability to purchase the actual product online. If the purchase of a new item offered on the website give it great services, the P & G will consider making the product available in retail stores. Although P & G only began testing products online in 1998, the company already doing 40% of its 6000 products tests and related research projects, online. One successful new product that was launched as a result of online testing is crest white strips, a home tooth bleaching kit. Despite its retail price, P & G was able to sell 1,44,000 kits online over a eight month periods, thereby providing evidence that the public prefer bulk purchase of products even at high price. When the product was finally introduced nationally into retail stores, consumers spent almost 50 million in the first three months.
 - (a) Analyse the case. 6
 - (b) What personality traits do you believe many of the consumer who buy and try products found on the Procter and Gamble website might share in common ? Discuss. 8