

PGDM, 2019-21
Consumer Behaviour
DM-431

Trimester – IV, End-Term Examination: September 2020

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Section A: Long Questions (10 marks each)
(Internal choice)

1. a. Consumers are usually guided by one of the four self-images which they try and serve through the wide array of products and services that they choose. Discuss each of these images and describe how marketers target these images for their products or services? Support with suitable illustrations for each of the four images. (CILO 1)

10 marks

OR

1b. A start-up is planning to become an aggregator of pre-owned car dealers. While they have already assessed the potential of the market, they are wanting to understand the attitude of the consumers towards pre-owned cars, before getting into this new venture. The pre-owned cars market is flooded with well-known companies such as Maruti True Value, Mahindra First Choice, Carnation, Cardekho.com etc. Despite considerable efforts by the company, consumers still have mixed opinions about pre-owned cars. In the past few months, during this current pandemic, the perception has changed a bit. But will this last long enough to make consumers end up buying a pre-owned car? Also, will the consumers believe as much in cars picked up and certified from unorganised car dealers? How will this compare with the likes of formal players such as Maruti & Mahindra?

It is this consumer attitude towards pre-owned cars that the company wants to assess. Using the tri-component model of attitude, suggest some strategies to change the consumer's attitude towards pre-owned cars (CILO 2)

10 marks

2a. Ranchoddas Shamaldas Chanchad aka Phunsukh Wangdu aka Rancho (played by Aamir Khan) from 3 Idiots was a character we enjoyed seeing on the big screen. With his peculiarities and nuances, he created a lasting impression on us. Even after a decade, Rancho remains etched in our memories, and the sheer mention of his name ensures "Aal Izz Well. Using the multi-trait theory of Personality, describe the characteristics or traits of this protagonist.

In case you have missed the movie or cannot recall the character, you can choose another protagonist from a popular Bollywood movie. (CILO 2)

10 marks

OR

2b. For each of the following products, discuss which of Maslow's hierarchy of needs* are being addressed?

*P.S. There could be more than one needs being addressed

- a. Seiko Heritage watch
 - b. Sharing a Course Completion certificate on LinkedIn or Instagram
 - c. Sanitisers during COVID19
 - d. A Course on "Happiness Unlimited" by a spiritual organization
- (CILO 2) 10 marks

3a. What are the various conditions related to the credibility of the spokesperson and the medium that a marketer must keep in mind while selecting the Brand Ambassador?

Support your answer with illustrations of two brands where these conditions have been met and two other brands where these conditions have not been met effectively.

(CILO 1) 10 marks

OR

3b. Discuss any five cultural values or beliefs of the Indian society and its influence on the product choices or preferences of the consumers (CILO 1)

10 marks

Turn Over

Section B: Case Study
(20 marks each)
COMPULSORY

A new burger startup has launched its range of flavorful burgers with desi twists by the name of Desi Burger. The Gurgaon-headquartered startup has fast expanded into a chain of quick service restaurants (QSR) with 10 outlets in Delhi NCR.

The startup's specialities include Pao Bhaji burger, Papdi chaat burger, Matar Kulcha and Paneer Makhni burgers for vegetarians; while versions of Chicken curry, Rogan Josh, Roasted chicken and Amritsari Fish have found favour with both vegetarians and non-vegetarians.

Having received a huge success amongst the population in Delhi NCR, the company is now contemplating expansion to other geographies.

To begin with, they are thinking of expanding to Mumbai, Kolkatta, Bangalore, Chennai and Hyderabad.

The challenge is that the consumers in these cities are starkly different from each other in their tastes, preferences, demographics and psychographics. Their population is characterized by very typical and conventional food habits. The company is confused as to whether they should use their existing menu or modify the menu as per the preferences of the target audiences in these cities. In order to take these important decisions on menu, pricing, tastes and preferences, it is first essential to decode the values and beliefs of the consumers. How similar or like-minded are the beliefs and values of the customers in these target audiences?

Before entering these towns, Burger Singh wants to conduct a research to decode the consumer psyche and the nuances of these markets.

You are the Research Director of INRB and you have been approached to suggest an appropriate research study to address the above-mentioned objectives and share the Consumer and Market Insights.

Questions

1. What would be the key objectives of your research? State atleast three objectives
(CILO 3) 5 marks
2. Propose a research plan covering the type of research, target respondent, contact method and type of research instrument
(CILO 3) 10 marks
3. Mention some key questions that you would ask the respondents. Ensure that your questions cover all the above-mentioned research objectives.
(CILO 3) 5 marks