

M-18 M-2

PGDM, 2017-19  
Consumer Behaviour  
DM-434

Trimester – IV, End-Term Examination: September 2018

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: Short Questions**

**Please attempt any 3 out of the 5 questions (5 marks each)**

1. For each of the following products, which of Maslow's hierarchy of human needs are being addressed:
  - a. Instagram
  - b. Fair n LovelySupport with suitable justifications (5 marks)
2. Which model of learning best explains the following consumption behaviours:
  - a. Purchase of Bakery items e.g. cakes, muffins etc.
  - b. Purchase of apparelSupport your answer with suitable illustrations (5 marks)
3. Using illustrations, describe the type of promotional message that would be most suitable for each of the following personality types of consumers:
  - i. Ethnocentric consumers
  - ii. Dogmatic consumers(5 marks)
4. Do marketers create needs or does need preexist marketers? Discuss this statement and support with a justification. (5 marks)
5. "While sometimes, marketers need to portray traditional stereotypes in their communication, at other times, they need to counter the traditional image and support emerging stereotypes". Discuss this statement and support with justifications. (5 marks)

**Section B: Long Questions**

**Please attempt any 2 out of the 3 questions (10 marks each)**

1. In different buying situations, consumers may be guided by the four different types of self-images. Discuss this statement and support with illustrations. (10 marks)
2. Using the trait theory, identify, compare and contrast atleast 4-5 personality traits that you would associate with an Airtel user versus a Reliance Jio user. (10 marks)
3. Select any four advertisements of your choice and discuss the core Indian values that are being reflected in these advertisements. (10 marks)

Turn Over



S-M 21-M

### Section C: Case Study: Compulsory (15 marks)

In our school and college years, besides family, friends are the ones around whom our world is surrounded. We spend most of our time with them, in school and beyond – watching movies, playing cricket, badminton, football, listening to our favourite albums, talking endlessly. They are the biggest influence and a major source of information as well as learning for us.

Ajay and Chetan have spent their wonderful years in school being such friends. From playing football, to watching TV shows and movies, to going for music concerts, to hanging out at the local tea shop to recording their favourite albums, to shouldering each other during break-ups, they have seen everything together. While Ajay was shy, introverted yet dogmatic and unique, Chetan was the extroverted, confident, open-minded person. Both were a perfect match as each one offered something to learn from the other.

For several years during school, their favourite pastime was watching their favourite show FRIENDS together. No matter what, each evening, 8 pm was invariably spent together either at Ajay's house or Chetan's. The show used to begin with a musical theme. And just as the music would begin, a coke can would open up, along with some snackies, to celebrate the joy of being together.

As time passed by, Ajay and Chetan got separated and went to a graduation college in different cities. But the show has since then continuously been aired each day at the same time. Now each one of them sit alone in their college dormitory and turn the TV on at 8 pm. As the show begins with the musical theme, both Ajay and Chetan immediately think about their friend and feel sad about watching the show alone.

Life has taught them a simple and basic lesson. Thinking about a best friend with whom you are now separated is an unconditioned stimulus and feeling sad when you think about him/her is a natural human response, an unconditioned response.

#### Questions

1. What is the conditioned stimulus in this case and what is the conditioned response in accordance? (5 marks)
2. How can a marketer use the above stimulus and response to create an association with his brand? (5 marks)
3. How can a marketer use this learning model to launch other related items in its product line? (5 marks)