

PGDM, 2013-15
Consumer Behavior
DM 431

Trimester – IV, End-Term Examination: September 2014

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**. In case of rough work please use answer sheet.

Section A (Please attempt 3 out of 5 questions from this section) TOTAL MARKS 15

- Que 1. "Brand is an extension of self " Comment.
- Que 2. "Consumer behavior is a study of consumer at the time of buying a product "
Comment.
- Que 3. " Discuss factors affecting information search process during consumer buying process.
- Que 4. Discuss the importance of fifth P in marketing. All the other Ps become redundant once this P is changed.
- Que 5. Are needs culture specific . Discuss by giving suitable examples.

Section B (Please attempt 2 out of 3 Questions from this section) TOTAL MARKS 20

- Que 1. What are attitude? Which are the key elements of Attitude? Explain how the product manager of detergent might change consumer attitudes toward the company 's brand by developing products to impact (a) utilitarian functions (b) Ego defensive function and (c) Knowledge function.
- Que 2. What is a reference group ?Discuss the impact of reference group on a consumer's buying decision process. Does it impact the selection of product or brand or both of them or none of them ? Give suitable example in each category.
- Que 3. What are values ? What is the major differences between the Indian and American core values? Has there been some adaptation of American core values and belief system in Indian society also ? Discuss by giving suitable examples.

Section C

Case Study

[Total 15 Marks(5marks each)]

Attempt the following case-lets on the basis of information given .

1. Last Sunday while returning back from Ahmedabad I met with Mr. B.K. Mathur MD Easy Solutions India Ltd. The company has plans to enter plastic cards market with their **Crebit Cards** . As the name sounds this card could be used in prepaid and post paid format as with the mobile phone connections. He was wondering on how to understand the basic requirements of customer for this product and how to make them aware about this novel concept. Help him out by devising a suitable consumer research and later a promotional plan for the same.

2. Mr Gupta is worried about the admission of his only son in an MBA course. Being a middle class family, education always remain on the top of the wish list but middle of the priority list. His son has cracked CAT with 91. He did not get any call from any of the premier institutes but got calls from around 6 institutes of repute in middle of the road category. One of the family friend who is also associated with the Management Schools as visiting faculty told him that go to any institute as all of them are same but Mr Gupta really is not convinced with the doctrine. Anubhav the boy in question asked his faculty uncle on what should be the criteria for selecting a B School. His uncle counter questioned him on what should be the criteria from the angle of a student/candidate? He raised the same question to the father also? He asked whether the criteria is same for both candidate and his father ? What kind of behavior is most likely to be shown by the buyer of such products ? Have you got the right answers from both father and son point of view ?

3. Mrs Nalini Verma is a lady with lots of guts. She is liked by all the neighboring housewives as she has always something new, interesting , educative and informative to be shared about the products. Recently she got very seriously involved with a TV program showing various kinds of adulteration happening with milk and milk products. She immediately reacted to it and called up the meeting of all the ladies of her society in the common room . She also invited Neeraj (one of her brother in law who was working with Mother Dairy Delhi). Everyone got convinced that Mother Dairy is the best amongst other brands of milk available in the market and rest of the types should be avoided which are particularly in the unpacked form. It was a very educative meeting which ended up with lots of appreciation for Neeraj. Incidentally Neeraj visited Nalini's place after six months. Few of the ladies still recognized him and smiled at him. He just in curiosity asked them about which brand of milk are they buying and to his surprise the answer was..... Paras Milk.

Neeraj after reaching Nalini's house asked her also about the brand of milk being used at their home and the answer was same i. e Paras. She told that even after repeated efforts they could not get a supply line for Mother dairy milk to their society. What kind of behaviour is this in which the customer fairly know well about the best alternative but still buying the second best or third best option? Is it brand loyalty or something else? Which are the factors responsible for such behavior?