

PGDM(RM),2017-19
Consumer Behavior
RM- 301

Trimester – III, End-Term Examination: March 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.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

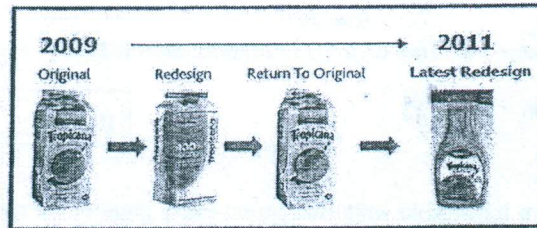
Section A:

1. How can marketers influence the information search process of their consumers? Illustrate by taking suitable example.
2. How does a family influence the consumer socialization of children?
3. How can knowledge of personality be used to develop marketing strategy?
4. How changing role of females is influencing the marketing approaches necessary to reach and sell our prospects effectively?
5. Describe the various types of consumers How would you handle the following types of consumers (using factors influencing them)?
 - o Silent old woman
 - o Impatient college girl
 - o A villager
 - o Business Executive

Section B:

1. "After decades of being sold under the same label and packaging, the package of Tropicana Pure Premium Orange Juice was redesigned. Within one month after

Introduction and in response to public pressure, the old packaging of the product was being reinstated and the new one discontinued."



Describe the package change, and evaluate each of the changes in the context of what have you learned about j.n.d.

2. Select any two of the following Product category-
 - a. Compact, portable DVD player
 - b. Fast food Restaurants
 - c. Shampoo

And:-

- i. Write down the brand that constitute your evoked set.
- ii. Write Brands that are not part of your evoked set.

Discuss how the brand in your Evoked set differ from those that are not included in your evoked set.

3. What type of decision process would you expect most consumers to follow in their purchase of new product or brand in each of the following areas:-
 - a) Sugar
 - b) Carpeting
 - c) Luxury Car

Section C:

Case Study

Six to Seven is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users

to view the person at the other end of the line in high definition, unlike competitors' models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial. As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behavior, particularly for new product concepts.

Questions:

1. What areas of buyer behavior should this proposed research encompass, and why? (8 marks)
2. What types of research techniques might be useful in researching these areas?(7 marks)