

PGDM (RM), 2014-16

Consumer Behavior

RM-301

Trimester – III, End-Term Examination: April 2015

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.

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 are marketing segmentation, targeting and, positioning interrelated? Illustrate how these three concepts can be used to develop a market strategy for a product of your choice?
2. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behavior will help you in your segmentation strategy and promotion strategy. What are the consumer behavior variables that are crucial to your understanding of this market?
3. Discuss the statement, "marketers don't create needs; needs preexist marketers." Can marketing efforts change and arouse consumer needs? If yes, how?
4. Name 3 products that are presently culturally unacceptable. What marketing strategies would you use to overcome this cultural resistance?
5. As a marketing consultant, you were retained by Walt Disney Company to design a study investigating how families make vacation decisions. Whom, with in the family, would you interview? What kind of questions would you ask? How would you assess the relative power of each family member in making vacation related decision?

SECTION B

6. There is a growing trend among the urban youth population to buy personal belongings to reflect the symbolic appeals of being trendy and modern. Fastrack, the wristwatch brand from TITAN, has introduced several trendy designs. The brand has also launched trendy eyewear and used a film celebrity to promote this line. Apart from Fastrack, Titan also used a film celebrity for the Titan brand of watch. It also has Sonata watch for which it used a cricket celebrity.

- Discuss the cultural dimension related to such a strategy of Titan, with its different products being associated with different celebrity.

7. Walk several blocks in almost any city in America and you will pass at least one Starbucks, if not more. And the same is true in an increasing number of cities worldwide. The Starbucks Empire has grown to over 15,000 outlets, including more than 4,500 coffeehouses in 47 countries outside of United States.

For some customers Starbucks is an obsession, and they just cannot start their day without their cup of Starbucks coffee. In addition, while years ago people used to hang out at the corner candy store, today many people spend considerable time at their local Starbucks. They drink coffee, tea, and /or other specialty beverages; they bring their laptop and wirelessly connect to internet; they meet friends to chat; or they meet business associates deals. Is there anyone in America, at least old enough to be in Kindergarten, who doesn't know what Starbucks is?

Since everybody knows Starbucks, answer the following questions:

- (a) If Starbucks was an animal, which animal would it be, and why?
- (b) If Starbucks was a color, which color would it be and why?

8. Describe the type of promotional message that would be most suitable for each of the following personality market segment and give example for each :

- (a) Highly dogmatic consumer
- (b) Inner directed consumers
- (c) Consumers with high need for recognition
- (d) Consumers who are visualizers vs. consumers who are verbalizers.

Section C

Case Study

For many of us, the internet is a wonderful tool. It makes it possible to e-mail our friends family ,helps us bank and pay our bills , compare different brands that we might consider purchasing , and find the best price for desired item . But how much of this "wonderfulness" are we willing to exchange for our personal data?

Marketers want to know who we are, and where we go on the Internet. So, for example, they have been installing cookies on our computers for years. That's why once we have visited a website, the next time we want to click on it its listing is a different colour. And if you

increase the security level of your computer so that your PC does not accept cookies, then it will take you longer to enter most of the websites.

Google has been particularly criticized by those with security concerns because of how it operates its Gmail system. Gmail automatically delivers ads to the users, based on email content. Many users are not happy that Google is monitoring their e-mail in order to send them ads, even if, based on e-mail content, the ads are relevant.

In today's world of identify theft and computer viruses, consumers are resisting swapping personal information for increased value, whether it is taking place online or off line. Jupiter research has recently found that 58 percent of internet users say that they have deleted cookies, with as many as 39 percent claiming to do so monthly. And 28 percent of internet users are selectively rejecting third party cookies, like those placed by online ad networks.

QUESTION

Is personal privacy a new Indian cultural value?

Questions	No. of Questions to attempt	Marks	Marks
A	1 out of 5 (Short Questions)	5 Marks each	5 * 5 = 25
B	2 out of 10 (Long Questions)	10 Marks each	2 * 10 = 20
	Competitive Case Study	15 Marks	15
		Total Marks	60

Section A

1. Which type of selling is recommended for the following type of sales job? (a) selling Shakti in Indian market, (b) Selling scooter in Indian Market, (c) selling a mutual fund.

2. Why has direct selling gained popularity in modern selling? Which type of micro-marketing?

3. What are the steps after the closing of the sale?

4. Why has direct selling gained importance over transactional selling?

5. Why are equal territories? Explain.