



Institute of Management
JK LakshmiPat University
Jaipur

END TERM EXAMINATION, 2015



MBA (Full Time) Sem-III
MM: 50 Marks

Course: Consumer Behaviour
Time: 3 Hours
Subject code: MBA MK 02

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q1 "A dissatisfied customer is an unpaid salesman of your competitor." Explain the statement giving importance of consumer behaviour in present marketing scenario.

(10 Marks)

Q2 How does Maslow's need hierarchy explains consumer motivation? Which level of need can be used to motivate purchase of following products/services?

i. Multivitamin tablets ii. Motor bikes iii. Pension plans

(4 + 6 = 10 Marks)

Q.3 Would a consumer be more likely to follow a central route or a peripheral route to persuasion when deciding what type of personal computer to buy? Why? Explain how a marketer might use your answer to construct an effective ad for a personal computer?

(10 Marks)

Q.4 A manufacturer of fat-free chocolate bars is considering targeting school-age children by positioning its product as a healthy and nutritious food. How can the three forms of cultural learning be used in developing applicable marketing strategies?

(10 Marks)

Q.5 A soft-drink company distributed cell phones to preadolescents in low-income areas. The phones routinely received advertising messages for the drink. Following criticism, the company said that the benefits to the disadvantaged children from having the cell phone (e.g. safety) outweighed any "exploitive targeting" considerations. Do you agree or disagree with the company's positions? Explain your answer.

(10 Marks)

Section B

Q. 6 Read the given situations and answer all the questions.

(A) Mr. Sharma's middle class family of four owns a 2-year old, semi-automatic Videocon washing machine. Their clothes are washed by their domestic help who is comfortable operating the semi-automatic machine and charges INR 1200 per month for this. However, delicate clothes and woollens are dry-cleaned and on this they spend INR 1500 per month on an average. The Sharmas live on the first floor in a small flat with just one balcony. On a recent visit to her neighbor's house, Mrs. Sharma realized that she could think of replacing her washing machine. She was reasonably satisfied with her

current arrangement, but when her neighbor told her about the front load fully automatic washing machines by many manufacturers, including Videocon, she started to consider the possibility of replacement. However, she had heard that fully automatic machines required more water and electricity to function. Also, considering the expenditure involved, she was still not completely convinced about the purchases.

Questions

- (1) As a marketer of a company manufacturing washing machines, how will you convince Mrs. Sharma and create a favourable attitude towards fully automatic washing machines? (5 Marks)
- (2) Describe Mrs. Sharma's process of buying a new fully automatic washing machine. At what stage of the buying process would you influence her choice in favour of your brand? (5 Marks)

(B) According to an article by Sarabpreet Bedi, Vice President Strategic Planning, Ogilvy & Mather Pvt. Ltd., India, 'Today's teens don't pester any more. To the contrary, their informed voice is guiding their parents with brand choices, even when it comes to big money decisions. The power of pestering seems to be on its way out, giving way to the power of consulting. Teens, today, are influencing decisions across the aisle. Whereas it was always a given that they would decide on categories such as chips and colas, what's new is that they are giving opinions on other categories- durables, mobiles, PCs, family holidays, even saving instruments and real estate. The situation seems to be a win-win for both parties. The kids not only get to express their viewpoint, but it is also an acknowledgement of their adulthood by their parents. For the parents, rather than talking to a third person and explaining their likes and dislikes, they see these kids as 'free' consultants operating from home.'

Questions

- (1) As highlighted above, the role of children in purchase decisions has undergone a major change. What factors are responsible for this change? (5 Marks)
- (2) What will be the impact of this change on marketer's strategies in the long term? (5 Marks)

