



JK LakshmiPat University, Jaipur
Institute of Management
END TERM EXAMINATION, 2019

BBA (R)- Sem-V
MM: 40 Marks

Course: Understanding Consumer Behaviour
Time: 2 hours
Subject code: MK10

Instructions: Attempt all questions.

1. What do you mean by a 'Reference Group'? Illustrate how the reference group concept may apply in practice by explaining how you personally are influenced by some reference group for some product. What are the implications of such behavior for marketing managers? (10 Marks)
2. What do you understand by the term 'learning'? Explain how an understanding of consumers' learning process might affect marketing strategy planning. Give an example. (5 Marks)
3. Explain the concept of family life cycle. Which stage of the family life cycle could constitute a lucrative segment for the following? Give reasons for your answer. (10 Marks)
 - (a) Pizza (Take away and delivery only)
 - (b) Branded Gold Jewellery
 - (c) Home appliance
 - (d) Life insurance
 - (e) fat free energy bars
4. ABC is in the business of herbal cosmetics since 1984, with an objective of becoming a one roof solution for all beauty and cosmetic products. It provides a wide range of beauty cosmetic products strictly prepared with herbal ingredients. Its product range spans hair care, skin care, body/face/hand/foot care products.

Recently it has ventured into Health care with the introduction of 2 Products - AMRIT TUMBLER - a water tumbler that will help control Blood pressure, reduces Cholesterol and also purifies blood and SLIM TUMBLER - a water tumbler with a Presence of Vijaysar (a natural ayurvedic herb that controls sugar and burns fat).
 - (a) What steps the ABC Company should take to form the Consumer Attitudes towards their new 2 products? (10 Marks)
 - (b) Suggest an appropriate promotional strategy for ABC's "health care tumblers" looking at the perception. Related barriers people may have against this form of product. (5 Marks)