

JK Lakshmipat University Jaipur

INSTITUTE OF MANAGEMENT

End Term Examination, December 2022

BBA, Semester V, 2022-23

Roll No.....

MA1103: Consumer Behavior

Time: 2 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt all questions.

- Q. 1 Describe how marketers can apply their knowledge of differential threshold to packaging, pricing, and promotional claims during periods of (i) rising ingredient and materials costs (ii) increasing competition for (a) chocolate bars (b) cereals 10.0 (LO2)

OR

(a) Does theories of personality offer any practical application in marketing of high speed cars (top speed of 180 kmph) when speed limit on most of the Indian highways is 80 kmph or less? 04.0 (LO2)

(b) Explain how self-concept might come into play in the purchase or use of the following: 06.0 (LO2)

- (i) Eyeglasses
- (ii) Man's suit
- (iii) Online brokerage
- (iv) College Education

- Q. 2 Department of Transportation of a large city is launching an advertising campaign that encourages people to switch from private cars to mass transit. How can the department use following strategies to change commuter's attitudes? 10.0 (LO3)
- (i) Changing the basic motivational function
 - (ii) Changing beliefs about public transportation
 - (iii) Changing belief about private cars
 - (iv) Using cognitive dissonance theory

- Q. 3 Differentiate between low and high involvement purchasing. How would you apply cognitive theory of learning to design a TV commercial and print advertisement for a brand of toothpaste? 10.0 (LO4)

- Q. 4 What are reference groups? List and define at least four groups that influence your purchase. For each group, indicate whether its influence is comparative or normative (or both). Justify your answer. 10.0 (LO1)

OR

You have been hired as a marketing consultant by Walt Disney Company. You have been asked to design a study to investigate how families make vacation-related decisions. Among the family members, whom would you interview? What kind of questions would you ask? How would you assess the relative power of each family member in making such decisions?

10.0
(LO1)