



Institute of Management
JK Lakshmipat University
Jaipur



END TERM EXAMINATION, Backlog, 2015

MBA (Full Time Residential) Sem-II/
MM: 50 Marks

Course: Consumer Behaviour
Time: 3 Hours
Subject code: MBA027A

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

Section A

Q1. A company is introducing a new E-book reader (software). Suggest segmentation, targeting and positioning strategies for the new product. (10 Marks)

Q2. "Marketers don't create needs; needs preexist marketers". Can marketing efforts change consumer's need? Why or why not? Can they arouse consumer needs? If yes, how? (10 Marks)

Q3. How can the principles of: (a) classical conditioning learning and (b) instrumental conditioning learning be applied to the development of marketing strategies? (10 Marks)

Q4. Explain a person's attitude towards visiting Big Bazaar (a retail outlet) in terms of tri-component model. (10 Marks)

Q5. What are reference groups? Explain at least four groups that influence your purchase. (10 Marks)

Section B

Q.6 For each of the following products and activities:

- (a) List two relevant core values and explain your choices.
- (b) Describe how each value either encourages or discourages buying the product or engaging in the activity.

The products and activities are:

1. Donating blood
2. Gifting a gold "rakhi"
3. Buying a GPS device
4. Travelling overseas
5. Using sun protection products regularly
6. Buying green tea
7. Buying a pair of sneakers online
8. Following the latest fashions
9. Buying pre-cooked food packets
10. Buying diet soft drinks

(20 Marks)