



**Institute of Management
JK LakshmiPat University
Jaipur**

END TERM EXAMINATION (NOV. - DEC. 2017)

MBA II Sem- III/ Odd
MM: 50 Marks

Course: Consumer Behaviour

Time: 3 Hours

Subject code: MK 03

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

Section A

- Q1. It is often said that consumers receive “free” content online. Is this the case? Why or why not? (10 marks).
- Q2. How are market segmentation, targeting, and positioning interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice. (10 marks).
- Q3. For each of the following products, select one level from Maslow’s hierarchy of human needs. Describe how you would use the need you selected in promoting the product to a market segment of your choice. The products are: e-readers, expensive shoes, and vacation homes. (10 marks).
- Q4. You are the owner of two furniture stores: one catering to upper-middle-class consumers and the other to lower-class consumers. How do social class differences influence each store’s: (a) product lines and styles, (b) advertising media selection, (c) the copy and communication style used in the ads, and (d) payment policies? (10marks).
- Q5. Assume that this coming summer you are planning to spend a month touring Europe and are, therefore, in need of a good digital camera. (a) Develop a list of product attributes that you will use as the purchase criteria in evaluating various digital cameras. (b) Distinguish the differences that would occur in your decision process if you were to employ compensatory versus non- compensatory decision rules. (10 marks).

Section B (Interpretation for a layman)

Q6.a)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.486	.489

a. Predictors: (Constant), X4, X3, X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.790	4	12.948	54.218	.000 ^b
	Residual	52.776	221	.239		
	Total	104.566	225			

a. Dependent Variable: X7

b. Predictors: (Constant), X4, X3, X2, X1

Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	.561	.258		2.172	.031
	X1	.087	.070	.081	1.240	.216
	X2	.569	.066	.542	8.591	.000
	X3	-.001	.064	-.001	-.011	.991
	X4	.192	.062	.185	3.108	.002

a. Dependent Variable: X7

(10 marks)

b)

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.014 ^a	100.0	100.0	.119

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.986	3.167	4	.530

Standardized Canonical Discriminant Function Coefficients

	Function 1
Z4	.773
Z5	-.846
Z6	.344
Z7	.329

Canonical Discriminant Function Coefficients

	Function 1
Z4	1.041
Z5	-1.155
Z6	.472
Z7	.470
(Constant)	-3.574

Unstandardized coefficients

Functions at Group Centroids

	Function 1
LR	-.126
HR	.113

Unstandardized canonical discriminant functions evaluated at group means

(10 marks)