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Sr. No. of Question Paper : 2574

Roll No.....

Unique Paper Code : 101559

Name of the Course : Bachelor of Business Studies 2013

Name of the Paper : Consumer Behaviour

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. All questions are compulsory.

1. Assume that you are the marketing manager of Godrej home furniture. You know that internal factors such as perception, motivation, learning and personality influence consumer's decision making. In your opinion how do each of these internal factors impact the purchase of the product and how might you use these factors in developing the marketing strategy for your firm. (20)

2. Attempt any **two** of the following :

(a) You work for a company "EAGLE" that manufactures kitchen and home appliances. A new product- electric roti maker is being launched by the company. Identify the market segment that you would like to target for the product. Explain. (5)

(b) If you were to buy an unbranded laptop from a new computer outlet, identify five types of perceived risk associated with purchase and briefly explain your answer. (5)

(c) What is meant by family ? What is the importance of studying family as a buying unit to developing an understanding of consumer behaviour ? (5)

P.T.O.

3. (a) Discuss problem recognition for the following product categories and suggest some ways through which marketers might try to stimulate problem recognition for each product.
- (i) Life insurance
 - (ii) Mouthwash
 - (iii) A new automobile
 - (iv) Health club membership
- (8)
- (b) A marketer of health foods is attempting to segment its market on the basis of consumer self-image. Describe the types of consumer self-image and discuss which one(s) would be most effective for the stated purpose.
- (7)
4. With the advent of the festival season Cadbury's is launching a premium range of liquor chocolates. As a marketing student explain how an understanding of the following concepts will help market the chocolates.
- (i) Weber's Law
 - (ii) Gestalt School of Psychology
 - (iii) Classical Conditioning Theory
- (15)
5. Explain the relevance of the following concepts to the study of consumer behaviour (choose any **three**):
- (i) Socialisation process
 - (ii) Product characteristics influencing diffusion
 - (iii) Optimum Stimulation Level
 - (iv) Subliminal Perception
- (15)

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Sr. No. of Question Paper : 1145

Roll No.....

Unique Paper Code : 101559

Name of the Paper : Consumer Behaviour

Name of the Course : BBS

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Question No. 6 is compulsory.
 3. Attempt any 5 questions in all.
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1. 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 Rs. 600 per month for this. However, delicate clothes and woollens are dry-cleaned and on this they spend Rs.1000 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 neighbour's house, Mrs. Sharma realised that she could think of replacing her washing machine. She was reasonably satisfied with her current arrangement, but when her neighbour told her about the front load fully automatic washing machines introduced by some 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 purchase.
 - (a) As a marketer of a company manufacturing washing machines, how will you convince Mrs. Sharma and create a favourable attitude toward fully automatic washing machines ? (8 marks)
 - (b) 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 ? (7 marks)
 2.
 - (a) Explain the phenomenon of Post Purchase Cognitive Dissonance. (5 marks)
 - (b) What can be causes of cognitive dissonance for a consumer who has just purchased iphone 5 ? Explain. (5 marks)
 - (c) What can marketers or retailers do to ease cognitive dissonance experienced by this customer ? (5 marks)

P.T.O.

3. The importance of interpersonal communication in consumer decision processes has been documented again and again in consumer behaviour research, with numerous studies describing the frequency of consumer word-of-mouth and its influence on recipients (Arndt 1967; Katz and Lazarsfeld 1955; Leonard-Barton 1985; Technical Assistance Research Programs 1981). Even in this era of mass communications and mass advertising, it has been estimated that as much as 80% of all buying decisions are influenced by someone's direct recommendation (Voss 1984).
- (a) What is the classification of power bases which can exert and influence conformity to a group or an individual? (8 marks)
 - (b) Enumerate three forms of reference group influence? Explain with the help examples. (7 marks)
4. (a) 'High Involvement is just another word for expensive'. Do you agree with this statement? Explain your answer. (8 marks)
- (b) What are Defense Mechanisms and explain the use of any three defense mechanisms used by marketers for marketing their products. (7 marks)
5. Write short notes on the following : (5 marks*3)
- (a) The new SEC system in India
 - (b) Traits Theory of Personality with the help of any 5 traits
 - (c) Types of Reference Groups
6. According to a recent article by Sarabpreet Bedi, Senior Planning Director, Ogilvy, Delhi, '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.'
- (a) As highlighted above, the role of children in purchase decisions has undergone a major change. What factors are responsible for this change? (8 marks)
 - (b) What will be the impact of this change on marketer's strategies in the long term? (7 marks)