PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(3rd Semester)

Course No: MM-3202

(Consumer Behavior)

Full Marks: 70
Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Haldiram's a household name in ready to eat snack foods in India, offered a wide range of products to its customers. The product range included namkeens (saviors), sweets, sharbats, bakery items, dairy products, papads and ice-creams.

   Namkeens remained the main focus area of the group. By specialising in the manufecture of namkeens, the company created a niche market. Haldiram's sought to customise its products to suit the taste and preference of customers from different parts of India. For example, it launched 'Murukku', a south Indian snack, and 'Chennai Mixture' for South Indian customers.

   (a) What were the ways in which Haldiram's influenced the decision making of the consumers? 7

   (b) What were the marketing strategies followed by Haldiram's to ensure that its products

became the No. 1 choice among the consumers. 7

2. (a) Define needs and wants. Discuss different types of needs that lead to motivation for product purchase. 2+7

(b) Discuss the different strategies adopted by marketers to motivate consumers. 5

Or

3. (a) Define the terms : 3x2=6

(i) Brand (ii) Brand Awareness (iii) Brand Equity

(b) Discuss the difference between spurious loyalty and true brand loyalty with examples. 5

(c) Briefly discuss the term 'consumer involvement'. 3

4. Discuss what do you mean by celebrity endorsement. Explain the different types of celebrity engagements contracts and different endorsement models known to you. 4+10

Or

5. (a) Discuss what do you mean by opinion leadership. 6

(b) Explain the different types of reference group that influences consumer behavior 8

6. (a) Explain the VALS framework in relation to psychographic segmentation. 8

(b) Discuss how value and value system influences consumer behavior. 6

Or

7. (a) Discuss how organisational buying is different from consumer buying. 6

(b) Explain with examples the factors responsible for influencing organisational buying. 8

8. ABCI rural marketing strategy was based on three A's– Affordability, Availability and Acceptability. Once ABCI entered rural market it focused on strengthening its distribution network. It realised that centralised distribution system in urban areas would not be suitable for rural areas. The company instead opted for a separate model.

A survey conducted by ABCI revealed that the big bottles were not popular with rural areas. They decided to make some changes in its bottle size give and also thought to reprice its product.

The initiatives of ABCI in distribution and pricing were supported by extensive marketing in the mass media as well as through outdoor advertising. The company put up hoardings in villages and painted the name ABCI on the compouds of the residences in the villages. Further ABCI also participated in various other activities.

(a) Discuss why entry into the rural market was the need at the same time difficult for ABCI. 7

(b) Discuss the marketing strategy used by ABCI to enter rural market. 7

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