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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec. - 2019

Consumer Behaviour

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

PART - A

- 1 a. What is Consumer Behaviour? Explain the scope and components of Consumer Behaviour. 10
 b. Explain the motivational theories of consumer behaviour. 10

OR

- 2 a. What are the various types of reference groups? How do they influence marketers? 10
 b. What is social stratification? Discuss how social class affects marketing strategy? 10
 3 a. What are the various personality traits of a consumer which a marketer should study? 10
 b. Discuss the relationship between attitude and behaviour. What factors are involved in attitude formation? 10

OR

- 4 a. Define opinion leaders. What are the characteristics of opinion leaders and how this concept is used by marketers? 10
 b. Discuss the consumer decision making process with help of a diagram and example for each process. 10
 5 a. How does consumer seek to reduce post purchase dissonance? As a marketer of consumer durables, explain how you can provide positive reinforcement to the consumers after they have purchased a brand? 10
 b. Briefly explain the family life cycle concept. Which stage of the family life cycle would constitute the most suitable segment(s) for the following products and why? 10
 i) Refrigerator
 ii) Educational services
 iii) Groceries

OR

- 6 a. Define Culture. Why it is important for marketers to understand the cultural impact on consumer behaviour? Explain. 10
 b. Differentiate between Low Involvement Learning and High Involvement learning with examples. 10

- 7 a. Explain the Howard Sheth Model of Consumer decision making process. 10
- b. What are the consumption differences you can observe with reference to durable and non-durable products based on social factors? 10

OR

- 8 a. How do marketers create persuasive communication? Elaborate how they design message structure and presentation with advertisement appeals. 10
- b. If you were to advertise a personal care product, such as “Sun Silk Hair Shampoo” (for women) or “Fogg Body Deodorants” (for men);
- i) What channel of media will you select (state more than one)? Justify. 10
- ii) What's your message?
- iii) What will your advertisement look like (Rough draft)?

PART - B (Case Study Compulsory)

9. The Indians love travel all the time, more than 3 crores of Indians are on the move everyday! Even in the days of poor teleconnectivity, lack of Internet and dismally uncomfortable transportation facilities, the Indians were travelling all round the year.
- The turning point for the Indian Tourism Industry came with the innovative campaign – “Incredible India” launched by the Department of Tourism in the year 2002. In the light of this transformation underwent by the Indian Tourism and Travel Industry from an unorganised state to an organised one, hotels, travel agents and aviation witnessed a boom in their business. Also internet boom paved way for emergence of on-line travel agents like MakeMyTrip.com and ClearTrip.com; who had been dominating market for a long time.
- They made travelling a pleasure by offering various services to the tourists. “Saving Time and Money” is no longer an appealing way of positioning any business. Rather, effectively creating a unique value proposition for the customers, place a company on pedestal.
- Yatra.com became a formidable on-line travel service provider in just 3 years. They provided integrated travel and tourism services like road/ train/air bookings, hotel booking, sight seeing arrangements, transit insurance, and on-line payments. It has successfully fought with traditional and on-line travel agents to carve a niche in India travel Services Segment.

QUESTIONS:

- a) What do you think are the factors which contribute to the upsurge in the Indian Travel Industry? How the customers perceived these factors? 7
- b) From Services Marketing point of view, how on-line travel agents differentiate themselves from traditional travel agents in rendering the services? 7
- c) What may be the factors which made Yatra.com successful just within 3 years from inception? 6