



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (201-) END TERM EXAMINATION (TERM -)

Subject Name- Consumer Behavior –I

Time: **02.30 hrs**

Sub. Code – PG18

Max Marks: **60**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A & C. Section A carries 10 questions of 2 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all multiple choice questions. All questions are compulsory.

02×10 = 20

Marks

Q. 1 (A): The individual responsible for the flow of information is called _____.

- a. the gatekeeper
- b. the initiator
- c. the decider
- d. the purchaser

Answer: A

Q. 1 (B): People who have a high regard for the opinions of others are called _____.

- a. inner directed
- b. outer directed
- c. independent
- d. self-centered

Answer: B

Q. 1 (C): The set of shared beliefs, behaviors and attitudes associated with a large group of people is called _____.

- a. religion
- b. culture
- c. social framework
- d. value system

Answer B

Q. 1 (D): As Rita scans the yellow pages section of her phone book looking for a florist, she sees several other products and services advertised. Though interesting on first glance, she quickly returns to her primary task of finding a florist. The items that distracted her from her initial search were most likely stored in which of the following types of memory?

- a. permanent memory
- b. middle memory
- c. long term memory
- d. short term memory

ANS – D

Q. 1 (E): Nike has several models of athletic shoes, and most have high functionality. However, several models are also sleek looking and can actually make a fashion statement for the wearer as well as performing the functional aspects of the product. By going beyond the cognitive associations of functionality and attempting to tap consumers' affective reactions, Nike and other marketers are developing products with

- A. aesthetic appeal.
- B. aspirational appeal.
- C. benefit appeal.
- D. emotional appeal

ANS- A

Q. 1 (F): Print Advertisement of Women Horlicks is target to ----- consumers.



- A. Highly Dogmatic
- B. High OSL
- C. High need of Cognition
- D. Visualizer

ANS : C

Q. 1 (G): _____ involves presenting the stimulus in such a way that it is perceived as the focal object to be attended to and all other stimuli are perceived as the background.

- A. Closure
- B. Inference
- C. Figure-ground
- D. Rejection

Answer C

Q. 1 (H): Vanity Fair, the makers of Lee jeans, learned from market research that young men perceived the brand as for women. As a result, they developed an advertising campaign targeted to young men and used Buddy Lee, which is a little doll in dungarees that is portrayed as "cool," to alter this market's perception of this brand. Vanity Fair's deliberate decision to significantly alter the way the market views its brand is an example

- A. product positioning.
- B. product repositioning.
- C. brand extension
- D. brand equity

Ans B

Q. 1 (I): This Advertisement of Heinz tomato ketchup, Heinz is appealing to this trend by putting in the consumers mind that there products are much more healthy than imagine with the help of theory of learning



- A. Classical Conditioning
- B. Instrumental Conditioning
- C. Observational learning
- D. Cognitive learning

Answer : A

Q. 1 (J): Canon markets digital cameras and is aware that consumers search for information concerning this product on the Internet using one of the several search engines (e.g., Google). To ensure that Canon appears on the first page of results, this company pays the search engine to become a sponsored link when consumers search the key words "digital camera." This is an illustration of

- A. market segmentation.
- B. search engine optimization.
- C. spam
- D. pay per click

ANS: B

SECTION– B

Attempt any five out of six questions (Practical Approach)

04×05 = 20 Marks

Q. 2: For each of the products mentioned – chocolate bars and cereals -describe how marketers can apply their knowledge of the **differential threshold** to packaging, pricing and promotional claims during periods of

- a) Rising ingredient and material costs
- b) Increasing competition

Q.3 Using the constructs UCS, CS, UCR, and CR, explain the concept of classical conditioning. What are the factors that can determine the effectiveness of **classical conditioning?**

Q. 4: You are the marketing vice president of a large soft drink company. Your company's advertising agency is in the process of negotiating a contract to employ a superstar female singer to promote its product. Discuss the **reference group** factors that you would consider before the celebrity is hired.

Q. 5: Discuss the information search process to be most likely used by a person from the middle class when purchasing a car? Discuss in terms of the **Howard and Sheth model.**

Q. 6: **Consumer memory** is the persistence of learning over time, via the storage and retrieval of information, either consciously or unconsciously. Distinguish three types of memory and define them. What are marketing implications for approaching particularly the long- term memory?

Q. 7: Why have multi-**attribute attitude** models become so popular among marketing researchers? What are the elements that are specified in such models?

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study:

COVID-19: Lifestyle brands seek to make WFH fashionable

As the boundary between work and leisure becomes porous, websites of fashion brands have added similar WFH pop-ups that direct shoppers to browse outfits for conference calls, Zoom-ready dressing and loungewear.

Work from home (WFH) has seen couches, kitchen counters and even bedrooms turn into office space with India in the 40 days lockdown. Top fashion and lifestyle retailers are turning adversity into opportunity--WFH wear is a new category on their websites, catering to those who want to amp up the oomph during interminable conference calls.

The lockdown has led to a surge in inventory, forcing brands to innovate.

About half a dozen firms including Myntra, Lifestyle, Shoppers Stop, Hennes & Mauritz (H&M), Madura Fashion & Lifestyle and The Label Life are showcasing their spring-summer collection,

pushing them as stylish WFH clothing. Companies say this could become a regular fixture, given that WFH will become a way of work life even after the lockdown ends.

“The new vertical is meant to engage consumers in navigating WFH situations wherein they are facing a large audience on camera,” said Vishak Kumar, CEO of Madura Fashion & Lifestyle. “We plan to make this vertical a permanent feature and increase selection as this culture of WFH is likely to gain momentum.”

Madura Fashion has added a new pop-up on its Peter England brand site that directs potential shoppers to curated options of all-day clothing for remote working and virtual meetings.

As the boundary between work and leisure becomes porous, websites of fashion brands have added similar WFH popups that direct shoppers to browse outfits for conference calls, Zoom-ready dressing and loungewear. While they aren't accepting orders yet—deliveries are currently confined to essentials—the brands are optimistic that merchandise will be added to shopping carts to be dispatched once the lockdown ends.

Flipkart-owned fashion marketplace Myntra is engaging its users by prescribing dress codes such as light-coloured shirts for client calls, colourful blazers for virtual meetings and comfort essentials such as T-shirts, hoodies and jogging suits to wear at home.

“Fashion is an engagement-oriented segment,” said Amar Nagaram, head of Myntra. “It is important to create such avenues that allow us to interact easily and frequently with our customers in these trying times.”

Warehouses of both offline and online fashion retailers have been shut because of the lockdown. The outbreak had begun to hurt fashion and lifestyle retailers as early as the beginning of March, when several states ordered malls shut. Brands announced that sales have fallen almost 70% since fears over the virus intensified in March.

“The WFH journal is an initiative to keep our consumers engaged,” said Lifestyle International managing director Vasanth Kumar about a company initiative. “It is a curation of ideas on how they can optimise WFH schedules, stay fit along with styling advice and motivational sayings to get through these trying times.”

Lifestyle will notify users when they can place orders once the lockdown is lifted.

Other companies such Limeroad, Koovs, Puma and Ethos Watches are heavily promoting lockdown and stay-at-home sales with prepaid features to cater to the new normal and maintain cash flow.

Questions

Q 8(A): Do you actually think that the new normal after lockdown will change the way consumer purchase? In your opinion what **personality types** will rush for WFH fashionable clothing.

Q8(B): How can you best fit the **Nicosia model of Consumer** decision making process in lifestyle shopping.

Question Number	CLO
Q. 1 A,BC,D,E,F,G,H,I,J	CLO 1, CLO2 and CLO 3
Q.2	CLO5
Q.3	CLO2 and CLO3

Q.4	CLO3 and CLO4
Q.5	CLO5
Q.6	CLO4
Q.7	CLO1
Q.8 A	CLO5
Q.8 B	CLO2

Note: Font: Times New Roman, Font size: 12.