



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-2021)

MID TERM EXAMINATIONS (TERM -III)

Subject Name: **Consumer Behaviour**

Time: 01.30 hrs

Sub. Code : **PG -18**

Max Marks: 20

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, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION – A

04+04 = 08 Marks

Q. 1: Case Study:

Factor Affecting Consumer Behavior

Martin Incorporation was a company carrying business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other word, they only concentrated on what they would make, and did not bother about changes in preference of their target market.

They were later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income factor and social factors only. He modernized the product to a great extent and invested about 30 lakhs in new packaging, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The Assistant Manager and the Product Manager were not happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

(i) Do you agree with the Assistant and Product Managers, and why?

(ii) What other factors, if any, could have been considered? Elaborate in detail.

SECTION – B

02×03 = 06 Marks

Q. 2: Explain How Organizational Buying is different from Individual Buying. (With the help of Example)

Q. 3: What are the differences among the three problem solving decision making approaches?

What types of decision process would you expect most consumers to follow in their first purchase of a new product or brand in each of the following segments?

a. Chewing Gums b. Luxury Car c. Sugar d. Smart Phone

Q. 4: Explain Howard Sheth Model of consumer decision making and its marketing implications.

SECTION – C

03×02 = 06 Marks

Q.5. Which of the five stages of the Family Life Cycle constitutes the most lucrative segment for each of the following products and services:

a. NETFLIX Subscription b. Club Mahindra Vacations c. Kindle Books d. ORRA Platinum Bands e. Meditation and Self Recognition Program

Q. 6. List the innate and acquired needs that would be useful in developing promotional strategies for the following products and explain how they would be useful

a. Sunglasses that can be customized Online b. Fitness Band c. Global Positioning Devices