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Institute of Management & Research
Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

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POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
END TERM EXAMINATION (TERM -III)

Subject Name: **Consumer Behaviour (CB)**	Time: **02.30 hrs**
Sub. Code: **PG-18**	Max Marks: **60**

Note:
All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.   **2×5 = 10 Marks**
(CO -1.)

Q. 1 (A): Consider a time when you purchased a good or service that left you feeling anxious, what would you do to reduce the cognitive dissonance felt as a customer.

Q. 1 (B): How are the psychological concept of perception learning and memory relevant to our understanding of consumer choice, state with example.

Q. 1 (C): Tanishq today faces competition from multiple jewelry blends brands brand like Malabar and diamond jewelry forms like Nakshatra if you were to advise Tanishq what is that Tanishq should know to retain its customers.

Q. 1 (D): Critically evaluate the market segment for Titan, Rado and Rolex brands of watches, what are the value propositions of each of these brands for different market segments.

Q. 1 (E): Do you think that targeting ethnic products exclusively to ethnic group could cause rational tension with the non-ethnic population within a country.

SECTION - B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (CO -2.)
A) Describe the process you might go through to obtain chocolate bar such as snickers or Cadbury dairy milk in terms of consumer product acquisition model.

OR

Q. 2: B) Use and apply the theory of planned behavior to explain consumer's motivation to pursue the following behaviour:
  i.   Purchase of a hotel room at Empathy Suite – The Palms, Las Vegas
  ii.   Voting during an election in Afghanistan
  iii. Bungee jumping in New Zealand

Q. 3: (CO -3.)
A) What kind of celebrity endorsers have you noticed companies using in their advertisements advertising to pray to persuade you to adopt the following products:
  i.   Sports apparel eg. Nike and or Adidas
  ii.   Beverages eg Coca-Cola or Pepsi
  iii. Sunglasses eg. Rayban

OR

Q. 3: B) Do you think loyalty programs/schemes genuinely measure and reward customers' actual loyalty? Substantiate with example.

Q. 4: (CO -4.)
A) Ola is a car rental app and so is Uber. Priyadarshini is a taxi service executive exclusively for women passengers and it wants to position its services for the Indian women passengers and extend its reach to the woman consumers 24×7. What should Priyadarshini do?

OR

Q. 4: B) The mobile phone market is today highly competitive both in terms of product form and brands global brand like Apple, Samsung, LG, BlackBerry etc. face the heat from Chinese handsets and those manufactured by Indian companies like Micromax, Lava and Gianni iball wishes to gain market share and also develop its market for it's smart phones. How would you segment the mobile handset market, also position Andi in the most profitable segment.

SECTION - C

Read the case and answer the questions   **10×02 = 20 Marks**
Q. 5: Case Study: (CO -5.)

Inspired by pandemic, Dettol, the market leader in the antiseptic category launched a liquid laundry sanitiser. The launch is the brand's sort of entry into the laundry care segment. Indian laundry care market is huge with the size of INR 29000 crore and because of the low entry barriers is a tough market with both big brands and unorganized segment vying for a piece of the market. The market is dominated by detergents and slowly other segments are opening up. According to a report, the category of fabric-softeners is worth only INR 115 crore while stain removers are pegged at INR 400 crore.

The Covid pandemic has literally scared the hell out of the customers and marketers were quick to offer solutions that provide relief. Sanitisers were the category that benefited the most. However, after the first wave subsided, the market for sanitisers show a sharp dip but due to the second wave, the sanitiser makers can breathe easy.

Dettol has entered into a very nascent category of laundry sanitisers. The brand argues that there is a possibility of virus in the clothes (very likely) and it's better to kill it while washing using laundry sanitisers. Most of the brands like Lifebuoy, Dabur, Lysol all have their own products in the category.

The issue is that whether the product category is sustainable or not. The case of sanitiser is in front of us. The market went down once the scare is over. Further, this product adds one more step into the laundry process which itself is cumbersome. This one of the reasons why fabric conditioners have a very slow adoption. I have only started using fabric softeners only recently. The problem is

with regard to the evidence of performance. While the brand promise that there is virus-killing, what is the evidence, the only evidence is the belief that it may have worked. The same is the case with fabric conditioners/softeners, as a consumer, the only evidence is the fragrance. Also for Covid, it is already known that soaps kill the virus, so naturally, detergents also work against the virus. To add to this, brands like Comfort has already added the property to its product. It will not be long before the detergents adding this virus/germ killing property in them thus eliminating the need for another product.

Question:

Q5(A): Recent trends show that consumers prefer ethical companies. As a result ethics itself is a selling point or a component of a corporate image. Do you agree with the statement? Comment.

Q5(B): Companies must be careful in choosing appropriate Cause Related Marketing (CrM) advertisements to generate maximum revenue and attention of the customers. In the light of the case do you think CrM provides a competitive advantage to Reckitt Benckiser.

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO5	20 marks

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