

PG Odd Semester (CBCS) Exam., November—2016

BUSINESS ADMINISTRATION

(3rd Semester)

Course No. : MBACC-3202

(Consumer Behaviour)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** questions

1. “Reliance Jio—a money making intention or a high value oriented service.” Explain the statement citing how the business model of Reliance Jio has made a balance between understanding the consumer behaviour and marketing concepts. 14

OR

2. “Men are from Mars, women are from Venus.” Explain the statement identifying the differences in consumer behaviour psychology of both men and women. Explain briefly different factors influencing consumer behaviour. 7+7=14

3. (a) “Marketers do not create needs : latent needs pre-exist marketers.” Explain the statement elaborating different types of need. 9
- (b) Discuss with examples different techniques of consumer motivation. 5

OR

4. Discuss the dynamics of consumer involvement. Explain by taking the case of Titan, as how they have managed to involve consumers from low-level involvement to high-level involvement by motivating them through decades. 7+7=14
5. What do you understand by group influence in consumer behaviour? Elucidate how Tupperware Corporation was able to successfully influence consumer opinion by word of mouth. 7+7=14

OR

6. Discuss the concept of cultural aspect in consumer behaviour. Explain with the help of McDonald’s case, the importances of cultural aspect in a business. 6+8=14

7. (a) Distinguish between organizational buying behaviour and consumer buying behaviour. 7
- (b) Explain, how Coca Cola could increase the market share by targetting the life style, demographics and psychographics of rural customers. 7

8. Today, Baba Ramdev's Patanjali is sweeping away everything in its path. From local stores to Amazon, Patanjali products are everywhere. The product quality is best in breed, the prices competitive and the distribution chain is probably the first that is rivalling even the Cola majors.

For the last decade, Baba Ramdev did not focus on proclaiming that his brand was the best. Instead, he told us about the evils of MNC's, the virtues of products made in India, the corruption of corporates, the exploitation of farmers and just about everything that surrounded his products. He just showed us the reasons and left us on our own to explore his products.

Reports came out that Patanjali Ayurved Ltd., promoted by yoga guru, had recorded gross revenues of ₹ 2500 crore in fiscal 2015.

Ramdev has not confined himself to the business of spirituality and also has made

forays into politics. But because of his political associations and controversial statements, he has remained co-branded with right wing groups.

The saffron-clad Baba's forecast was quite eye-catching too. He thinks the brand will double revenues to ₹ 10,000 crores in India by next year, 2017—which would effectively take them past two major companies Nestle and P & G.

Taking the best opportunity of Nestle 'Maggi' controversy, Ramdev launched Patanjali Atta, noodles which had huge turn over in the market.

Recently news reports arrived about the launch of 'Swadeshi Jeans' to do the 'SwadeshiKaran' of foreign apparel.

Thus from the above cited case comment and elaborate the perspectives and future of Swadeshi Jeans keeping in mind the modern consumer landscape.

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