

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester IV – PGDM (IB) 2015-17

Consumer Behaviour
ET_IB_CB_2609

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q8 which are compulsory.

- Q 1** Comment on any **FIVE** of the following:
- a) Emergence of outdoor as a media.
 - b) Growing Role of children in consumer communication.
 - c) Celebrity advertising as effective means of communication.
 - d) Theory of classical conditioning.
 - e) Brand personification as a tool of consumer research.
 - f) Halo effect- its impact on brand extension.
 - g) Working memory. **15**
- Q 2** Identify the three components of the decision-making process. Please provide an example of what someone who was in the market for a new television might do at different stages in the decision making process. **13**
- Q 3** There are four basic steps of working out the positioning statement of a brand. Write two distinct positioning statements for brand Dettol and Savlon as reflected in their communications which you were exposed to your class. **13**
- Q 4** At the heart of the Indian consumption culture is the idea of restraint. This idea of restraint expresses itself in the Indians consumers' behavior pattern. Mention four of these patterns with examples. When LG started its TV exchange programme (give the old TV and get a discount up to Rs. 5000 on the purchase of an LG color TV) what Indian consumer mind set it was tapping into? **13**
- Q 5** Post globalization a host of foreign brands made unsuccessful attempt to do business in India. Some like ICICI Prudential and McDonalds were the successful ones. Mention some of the communication strategy they harnessed to come closer to the Indian consumers. **13**

- Q 6** Baba Ramdev and his brand Patanjali have taken the market by storm. His products which cover a wide range of FMCG starting from toothpaste to groceries, toiletries to cereals, cooking medium etc. honed on a single focused strategy to appeal to a specific trait of the middle class Indian consumer. Identify the trait and discuss how his communication strategy revolves round this trait. **13**
- Q 7** Influencers play a significant role in the purchase – explain with reference to Gillett’s use of women against lazy stubble to promote sale of Gillett’s razors. **13**
- Q 8** Nescafe found coffee sale in India was shrinking. Research pointed out that premium image of the brand, usage of Nescafe international communication and strong preference for tea among Indians are the reasons for brand alienation in India. Company need to find out a fresh segment of consumer constituency who are large, more open to new ideas and where habit of drinking tea has not taken roots . If you are the marketing head what fresh segment of consumer would you have targeted and why? What mindset of this new target group would you have tapped into? **16**
