

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM Marketing Trimester IV (Batch 2016-18)

Subject: Consumer Behavior
(End Trimester Examination)

Maximum Marks: 50
Duration: 3 hours
2017.

Date: 12th September,

Notes:

- 1. Answer FOUR questions**
- 2. Question ONE is compulsory. Answer any other THREE questions.**
- 3. Supplement your answers with suitable examples where necessary.**
- 4. Support your answers with suitable theory.**

Question 1 (20 Marks)

Read the case **“Pepperfry.com: Marketing to manage customer experience”** and answer the following questions. The case is attached as an Appendix at the Question paper.

1. Analyze the Pepperfry brand and the reasons for its success in its initial years.
2. Discuss the Consumer Decision making process for online retailing.
3. Taking into consideration the various stages of consumer decision making process, suggest how to improve customer experience at each stage.

Question 2 (10 Marks)

Define extensive problem solving, limited problem solving and routine problem solving. What are the differences among the three types of decision making approaches? What type of decision process would you expect most consumers to follow in their first purchase of a new product in each of the following areas? **(Answer any TWO)**

- a) Diamond Jewelry
- b) Men's hair gel cream
- c) Car Insurance providers

Question 3 (10 Marks)

Explain briefly the five stages in the consumer buying decision process. What is the utility of consumer buying behavior model in case of

A) A Luxury car

B). A holiday destination

Question 4 (10 Marks)

Discuss the differences between the absolute threshold and the differential threshold. Which is more important to marketers? Explain your answer.

For each of these products—chocolate bars and Juices—describe how marketers can apply their knowledge of differential threshold to packaging, pricing, and promotional claims during periods of increasing competition.

Question 5 (10 Marks)

Write short notes on **any TWO** of the following

- a) Distinguish between the id, ego and super ego in the Freudian personality scheme. Suggest the basic influence each might exert on a purchase decision using examples.
- b) Stimulus generalization vs. Stimulus discrimination.
- c) Diffusion and adoption of innovation.
- d) Maslow's theory in consumer behavior and its relevance to marketers.

-----End of Paper-----