K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGCOMM (FIRST YEAR – TRIM- III) Batch – (2018-2020)

Consumer Behavior: FINAL EXAMINATION

TOTAL MARKS: 50

NAME- _____   DATE – 30/03/2019

ROLL NO. _____   TIME: 3 Hours

SECTION A COMPULSORY (Case based questions) 20 Marks

Answer **all** questions from this section. **Each question carries 5 marks.**

Q1.   What attributes are most important in determining beer purchasing decisions? How does this vary by market segments?

Q2.   If you were in charge of marketing of Budweiser or Miller, to what advertising media would you allocate funds in order to be most effective in the "battle of the beers"?

Q3.   How would you construct a valid taste to determine beer buyers' preferences?

Q4.   What other marketing activities should Budweiser or Miller use to gain market share?

SECTION B: 30 MARKS

Answer **three** questions from this section.

Q1.   (a) Needs and goals are interdependent, describe how? Give two advantages and disadvantages of using Maslow's need hierarchy in segmentation and positioning. Support your answer with two examples.   **(5 MARKS)**

(b) How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation? Give examples in support of your answer.   **(5 MARKS)**

Q2.   Discuss and summarise the background, key issues, objectives, media campaigns, challenges, targets and outcomes of **any two** of the following cases read in class: **(10 MARKS)**
(a)   Maruti Suzuki Alto 800
(b)   Lifebuoy Future Child
(c)   Facebook-being beautiful-research into the modern beauty shopper
(d)   Coca Cola-Today I will
(e)   Dream big with Ola

Q.3 Describe the Archetypal Branding System. Describe the twelve archetypes and their characteristics. Give two examples of brands from each archetype. Describe the function of each archetype in advertising.

(10 MARKS)

Q4. (a)What is consumer perception? Describe the difference between the absolute threshold and the differential threshold (JND)? Give two examples from each. **(5 MARKS)**

b) How do advertisers use contrast to make sure that their ads are noticed? Give two examples. Would the lack of contrast between the advertisement and the medium in which it appears help or hinder the effectiveness of the ad? Explain. (5 **MARKS**)

Q5. (a)What is Consumer Insight and how do you find a consumer insight? How does McDonald's create value for the consumer and how do they communicate this value? **(5 MARKS)**

(b)A marketer of health foods would like to segment its market on the basis of self-image. Describe how the marketer can use actual self-image and ideal self-image to do so. **(5 MARKS)**

Case study: Compulsory section worth 20 marks