

Trimester: January 2024 - April 2024		
Examination: End term Examination		
Program code: 01. Program: MBA Division 1-10	Class: FY	Trimester: III (SVU 2023)
Name of the Constituent College: K. J. Somaiya Institute of Management	Name of the department/Section/Centre: Marketing and International Business	
Course Code: 217P01C306	Name of the Course: Consumer Behaviour	

Maximum Marks: 50

Date: 28.03.2024

Duration: 3 hours

Instructions: -

1. **Answer any 5 questions.**
2. **Supplement your answers with suitable examples where necessary.**
3. **Explain with the help of theories/ concepts wherever necessary.**
4. **Begin each answer on a new page.**

Question No.		Max. Marks
Q 1	<p>In July 2020, Amul introduced a new product named Panchamrit. Panchamrit is a mix of 5 ingredients typically offered in temples as “prasad”. It's Amul's way to maintain hygiene during the COVID situation. By offering Panchamrit, Amul is also entering the Ayurvedic & Herbal FMCG category. The devotional category consists of all those products used by devotees to preach in religious places or at home. Typically, it consists of products like Incense Sticks, Camphor, Desi Cow Ghee, etc. The unorganised sector currently dominates the industry. Religion dominates the decision-making criteria of the consumers. The product tastes authentic when replicating the traditional prasad offered in temples and after puja or havan at home. It's a perfect substitute for the cumbersome preparation. It is tasty, hygienic, and, most importantly, with no preservatives.</p> <p>Answer the following questions:</p> <ol style="list-style-type: none"> a) Substantiate the concept of cultural influence and cultural sensitivity. b) Amul's innovative approach to 'packaging religious ritual' and 'commercialising culture' has been pivotal in changing consumers' attitudes. Provide a critical evaluation of Amul's strategy. 	10
Q2	<p>FMCG companies that had made retail packs of daily essentials lighter without changing their prices to offset steep inflation last year have started putting grammage back into the packs amid cooling inflation of key ingredients and</p>	10

	<p>reduction in packaging costs.</p> <p>Abneesh Roy, executive director at Nuvama Institutional Equities, said besides lower cost of key ingredients such as edible oils, companies are also benefitting from a reduction in fuel and packaging costs. "Hence, for categories like biscuits, snacks, and confectionery, companies are directly increasing grammages," he said. "For personal care categories such as soaps, detergent, and shampoo, we are observing that extra grammage is being offered." - Economic Times (Aug 12, 2023).</p> <p>FMCG companies wish to pass on the benefit of cooling inflation to consumers by increasing the product grammage.</p> <p>Discuss this scenario concerning differential threshold and other related concepts.</p>	
Q3.	<p>Johnny has always been fascinated by luxury watches and has a collection of several high-end timepieces. Whenever he wears one of his watches, he feels a sense of confidence and status. Recently, Johnny attended a social event where he noticed that many of his peers were wearing the latest model of a RADO watch. Despite already owning multiple watches, Johnny couldn't shake off the desire to own the latest model to maintain his sense of status among his peers.</p> <p>a) Explain how Freudian concepts such as the id, ego, and superego may influence Johnny's desire to purchase the RADO watch.</p> <p>b) Discuss this concept by providing any other example of your choice.</p>	10
Q4	<p>India's leading science-based Ayurveda Company Dabur India Ltd recently announced the extension of its Most Trusted Healthcare brand Dabur Honey with the launch of 'Dabur Honey Tasties', a honey-infused sweet, healthy and No Added Sugar take on the classic sugary Chocolate and Strawberry syrups. The range of Chocolate and Strawberry flavoured Honey Tasties has the goodness of honey, is enriched with Vitamin D, and has NO ADDED SUGAR.</p> <p>The new Honey Tasties has been launched in two flavours – Chocolate and Strawberry – priced at Rs 120 for a 200-gm pack. "Dabur Honey has been trusted by generations as their preferred health and food supplement. We are now offering its nutrition for kids with our new range of flavoured Honey, which is the perfect combination of taste and health. Millennial moms are increasingly looking for products that offer great taste while being healthy for their little ones. They are also finding ways of giving the goodness of honey to their kids. Dabur Honey Tasties, a one-of-its-kind innovation in the honey category, provides a tasty treat that kids will love," Dabur India Ltd Marketing Head-Health Supplements Mr. Prashant Agarwal said.</p>	10



Dabur Honey Tasties come in colourful and stimulating squeezable packs and will be available in select retail stores and on leading e-commerce platforms. “The new Dabur Honey Tasties is powered by the goodness and nutrition of honey, is enriched with Vitamin D and has no added sugar to offer consumers the rich, irresistible chocolate and strawberry flavours without compromising on their health. It helps in boosting energy, is a rich source of nutrition, antioxidants, and minerals, which helps to boost immunity. It can be added into milk, spread on bread, drizzled on pancakes/waffles, and used to make desserts. It not only enhances the flavour of milkshakes but can also be used as a topping in beverages like Cold Chocolate and Cold Coffee, besides Ice-Creams,” Mr. Agarwal added.

Which concept (s) of consumer learning are used by Dabur for introducing these extensions?

Q5

10



Campbell Soup Co. introduced its new line of V8 Vegetable and Fruit Juice beverages, which feature blends of vegetables with a touch of fruit, the company says. The new lineup includes Healthy Greens, Purple Power, Golden Goodness, and Carrot Mango varieties, all of which do not contain added sugar or artificial

	<p>ingredients and have 60 calories or less. Healthy Greens blends the juices of spinach, yellow carrots, apples, and pineapples; Purple Power features the juices of purple carrots, beets, and apples; Golden Goodness mixes the juices of sweet potatoes, yellow carrots, orange carrots and oranges; and Carrot Mango features the juices of carrots and mangos.</p> <p>a) Explain the process of Motivation for the consumption of V8 Juice. b) Discuss the consumption behaviour of V8 Juice considering ANY ONE motivation theory of your choice.</p>	
Q6	<p>a) Explain the concepts of routine, limited and extensive problem solving with suitable example for each. b) What are the types of decision rules in consumer decision making? Explain each with suitable examples.</p>	10
Q7	<p>Write Short Notes (ANY TWO)</p> <p>a) Diffusion of Innovation b) Perceived Risks c) STP and Consumer Behaviour d) Customer satisfaction and retention</p>	10