

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM – Communications (First Year – Trim - III) Batch – (2017-2019)

Consumer Behavior: FINAL EXAMINATION

TOTAL MARKS: / 50

NAME- _____

DATE – 31/03/2018

ROLL NO. _____

TIME: 10.30 am- 1.30 pm

SECTION A (Case based questions)

Answer **any two** questions from this section. **Each question carries 10 marks.**

- Q1. What are the psychological, socio-cultural and communication factors that played a role in designing the paper airplane competition?
- Q2. Discuss the issue that the museum was facing from a positioning standpoint.
- Q3. How would you measure whether or not the museum has achieved its objectives?
- Q4. Assuming that the museum attracted new visitors, how can it retain them and make them visit repeatedly?

SECTION B:

Answer **any three** questions from this section. **Each question carries 10 marks.**

- Q1. Neutrogena, a company known for its “dermatologist recommended” skin care products, introduced a line of shaving products for men. How can the company use stimulus generalisation to market these products?
- Q2. How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation? Give examples in support of your answer.
- Q3. How is the understanding of consumers’ perceptions of a product’s attributes used to position a brand within that product category?
- Q4. Compare broadcasting and narrowcasting and explain why marketers are moving away from using broadcasting and into narrowcasting and addressable marketing. Give examples in support.
- Q5. 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.

CASE: PIMA AIR AND SPACE MUSEUM “The Great Paper Airplane Project”

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Edit, organize, or share File Print Slide show

Strategic Challenges

Hidden in the vast Arizona desert near Tucson, the Pima Air and Space Museum showcases over 300 aircraft and 125,000 artifacts. The purpose of the museum is to showcase and explain aerospace history. In July 2011, more than 50% of the museum's visitors were over 60 years of age and passionate fans of aerospace history. The museum recognized that it had to attract a new generation in order to give the museum a robust future. Management knew that because of the nature of the content, they would naturally capture parents and their children.

Objectives

1. To put Pima “on the map.” Pima is a world-class destination literally hidden in a desert. In order to increase attendance, the museum had to get media exposure beyond Tucson.
2. To shift audience demographics by attracting younger visitors. Ideally, young parents between 25 and 50 years old.

Insights

Interviews with moms of young kids revealed that many moms saw Pima not as a showcase of heroic feats, but rather a sad reminder of “over-militarization.” Many of Pima’s airplanes were icons of military history, but a lot of the items demonstrated that aviation originates in applied mathematics, physics, engineering, design, and environmental science.

Pima’s greatest attraction is a Lockheed SR-71 “Blackbird.” The plane is an advanced, long-range, Mach 31 strategic reconnaissance aircraft built in the 1960s. During reconnaissance missions, the SR-71 operated at high speeds and altitudes to allow it to outrace threats. If the pilot detected a surface-to-air missile, he accelerated and outflew it. The SR-71 served with the U.S. Air Force from 1964 to 1998. Thirty-two aircraft were built; 12 were lost in accidents, but none lost to enemy action.

The Big Idea

Pima wanted to create a new generation of aviation fans by giving them a hands-on lesson in designing, building and flying the world’s largest paper airplane

Bringing the Idea to Life

The museum engaged local schools—teachers and their students—in a paper-airplane competition. It sent out invitations to 390 local teachers, along with a custom-built lesson plan that showed how to fold a paper airplane and how to teach lessons about airspeed, lift, and force. Two hundred local school kids participated in the competition and the winner’s plane flew a distance of 90 feet.

Working with a team of experts, the winner’s plane was transformed into the world’s largest paper airplane. Then, the 45 foot long plane was hoisted by helicopter 3,000 feet over the Arizona desert, and released for its first—and only—flight. After a short free fall, the plane leveled off for a flight of almost (0.93) a mile at a top speed of 98 mph. Following a less than graceful landing, the world’s largest paper airplane was then put on display for all to see in the museum, along with a documentary of the contest and building it.

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