

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM (Second Year – Trim - VI) Batch – (2016-2018)

Consumer Behavior: FINAL EXAMINATION

TOTAL MARKS : 50

DATE – 06/04/2018

Time : 3 to 6 p.m.

Roll No. _____

SECTION A (Case based questions)

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

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

- Q1. How is the understanding of consumers’ perceptions of a product’s attributes used to position a brand within that product category?
- Q2. Discuss the differences between the absolute threshold and the differential threshold. Which one is more important to marketers? Explain your answer with examples.
- Q3. How do advertisers use contrast to make sure that their ads are noticed? Would the lack of contrast between the advertisement and the medium in which it appears help or hinder the effectiveness of the ad? Explain.
- Q4. How can the principles of (a) classical conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies? Give examples in support of your answer.
- Q5. Why are both attitudinal and behavioral measures important in measuring brand loyalty? Explain your answer with examples.
- Q6. List and describe two advantages and two disadvantages of mobile advertising. Why has advertising on network TV and in magazines been steadily declining?