

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM RM, Trim III (Batch 2017-19)

Subject: Consumer Behavior
(End Trimester examination)

Maximum Marks: 50

Duration: 3 hours

Date: 30th March, 2018

Notes:

- 1. Answer any three questions**
- 2. Question 1 is compulsory**
- 3. Make suitable assumptions if required and state them**
- 4. Explain by way of examples wherever necessary.**

Question 1 (20 Marks)

Read the case **“Fret and regret: A Consumer Decision making dilemma”** and answer the following questions. The case is attached at the end of the Question paper.

1. Discuss Ian’s dilemma in this case.
2. Discuss the various pros and cons of the options available to Ian
3. Which decision will leave him with the least amount of regret?
4. Will the situation change if the product in question is different? (Restaurants – Luxury vs. budget hotels)

Question 2 (10 Marks)

Explain briefly the five stages in the consumer buying decision process. Discuss the consumer buying behavior model in case of

- A) Car Insurance Providers
- B) A holiday destination

Question 3 (10 Marks)

Write short notes on **any two** of the following:

- a) What method of learning (Classical conditioning / Instrumental conditioning) seems best able to explain the purchase of an air conditioner primarily for reducing the humidity in a hot, humid room?

- b) Define extensive problem solving, limited problem solving and routine problem solving. What type of decision process would you expect most consumers to follow in their purchase of Luxury Handbags?
- c) Absolute Threshold vs. Differential Threshold and its applications in marketing.
- d) Maslow's theory in consumer behavior and its relevance to marketers

Question 4 (10 Marks)

How would you explain the fact that, although no two individuals have identical personalities, personality is most often used in consumer research to identify distinct and sizable market segments?

Describe the type of promotional message that would be most suitable for each of the following personality market segments and give an example of each: (a) highly dogmatic consumers, (b) ethnocentric consumers.

Question 5 (10 Marks)

The resemblance of certain private brand packaging to the packaging of nationally known brands has been so close at times that they have been described most often as lookalikes. Discuss this in view of the phenomena of Stimulus generalization and Stimulus discrimination. In what ways does it influence the behavior of the consumers?