



Code: 17E00309

MBA III Semester Supplementary Examinations May 2019

**CONSUMER BEHAVIOR**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

- 1 Briefly explain the consumer behavior and marketing strategy.  
**OR**
- 2 Explain briefly about the consumers and market segments.
- 3 Explain the cross cultural and socio-economic cultural influences on consumer buying behavior.  
**OR**
- 4 What is social stratification? Explain in detail.
- 5 Discuss about the models of buyer-behavior.  
**OR**
- 6 Critically evaluate how the designing persuasive communication and diffusion of innovations in communication and consumer behavior.
- 7 Critically evaluate the consumer decision process in purchasing the goods.  
**OR**
- 8 Explain the brand loyalty and repeat purchase behavior of a consumer.
- 9 What is consumerism? Briefly explain.  
**OR**
- 10 Discuss about the consumer protection act 1986 briefly.

**SECTION – B**

(Compulsory Question, 01 X 10 = 10 Marks)

11 **Case study:**

Hushtek Corporation, a European FMCG company which was involved in selling detergents brands, entered the Indian market. The company wanted to gain a foothold in southern India before expanding to other parts of the country. A priority for the company was to enter Telangana state for which it recruited Mr. Desai as head of sales operations for the state. Desai's immediate priority was to design the sales territories for the state of Telangana and recruit salespeople accordingly and present it to the country head. As an initial and immediate assignment, Desai had to design sales territories in one of the districts, Nizamabad.

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Early in the morning on February 2, 2016, Mr. Baker, the country head of Hushtek corporation, called Mr. Desai, the newly appointed head-sales of the south Indian state of Telangana, on the telephone to discuss and finalize issues related to the launch of Hushtek brands in his territories. Baker planned to initiate the sales operations in Telangana state depending on how quickly Desai prepared the blueprint for the launch. The essence of Baker's phone call was to get an update on the territory design. Two months earlier, Baker had presented his action plan to his boss in which he had indicated that the territory design for the state of Telangana would be completed by the end of February 2016. Baker felt that before proceeding with the appointment of channel partners, the territories had to be designed and assigned. With Baker indicating on the phone that he was going to call Desai for a meeting on February 26 to review the progress, Desai had his task cut out for him. He started building up the logic for designing the territories that made business sense as well as fulfilled market coverage.

**Questions:**

- (a) What are the issues and challenges in designing states territories?
- (b) Explain the concepts of sales potential, primary and secondary sales, types of channel and market potential, along with the nuances of dealer management, market coverage, etc.
- (c) What could be a better way of managing the organization's sales efforts and market opportunities?

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