

Subject Code: MB1347/R13

M B A - IV Semester Regular Examinations, June - 2015

CONSUMER BEHAVIOUR

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks. Q.No.8 is compulsory

1. Define market segmentation. Explain about various market segments.
2. Explain the factors influencing on buying behaviour.
3. Differentiate between limited and extensive information processing.
4. Define consumerism. Explain various roots of consumerism.
5. How is the responsiveness of firms to consumer problems related to consumer legislation?
6. Discuss the Webster and Wind model of buyerbehaviour.
7. What are the objects of the Consumer Protection Act-1986?
8. Case study:

The marketer has to learn about the needs and changing of the consumer behavior and practice the Marketing Concept. Levi Strauss & Co. were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behaviour showed their greatest market of the baby boomers had outgrown and their NEEDs had changed. They therefore came out with Khaki or Dockers to different segments and comfortable action stocks for the consumers in the 50 age group. Thus by separating the market and targeting various groups and fulfilling their needs, they not only made up for the lost sales but far exceeded the previous sales. They also targeted the women consumers for jeans and both men and women started wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example MarutiUdyog Ltd has come out with many models. Maruti 800, Maruti Van, Zen, Alto, Veagon R, Versa Gypsy, Esteem, Boleno and other models.

For successful marketing one should:

1. Find consumer needs of various segments.
2. Position Products (new & existing) to these segments.
3. Develop strategies for these segments. Practice greater selectivity in advertising and personal selling and creating more selective media and distribution outlets.
