

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MBA (Executive) (Sem.-3 & 4)

CONSUMER BEHAVIOR

Subject Code : MBX-911

Paper ID : [74418]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **TEN** questions carrying **TWO** marks each and students has to attempt any **EIGHT** questions.
2. **SECTIONS-B** consists of **SEVEN** questions each carrying **SEVEN** marks each and student has to attempt any **FIVE** questions.
3. **SECTION-C** is consist of **ONE** Case Study carrying **NINE** marks.

SECTION-A**1. Discuss the concepts (Briefly) :**

- a) Societal marketing
- b) Customer value
- c) Customer loyalty
- d) Personality
- e) VALS
- f) Cognitive dissonance
- g) Pricing perception
- h) Supplier development
- i) Targeting
- j) After sales service

SECTION-B

2. Discuss the different factors affecting consumer behavior.
3. Discuss the role of consumer perception and learning in individual buying behaviour related with routine decisions.
4. Write a detailed note on psychographics of Indian middle class.
5. Discuss the role of culture and sub culture in individual buying behaviour around marriage.
6. Write detailed notes from consumer behaviour perspective on :
 - a) opinion leadership
 - b) reference group
7. Discuss the basic features of EKB model of consumer behavior.
8. Discuss the application of consumer behaviour in implementation of marketing strategy in India.

SECTION-C

9. Coca-Cola takes the top positions among the Top 10 Global Brands, since it was created in 1886 by John Pemberton, a pharmacist in Atlanta, United States. In 2003, Coca-Cola became the world's largest manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups. Now Coca-Cola sells more than 400 brands in 200 countries (Coca-Cola, 2008) and had the highest market share amongst other carbonate drinks in the world by more than 70% of its income outside the United States.

The perception for Coca-Cola in India is that the brand stands for 'youthful spirit', 'cool' and 'hip'. But for many years ago, the company had not excited the market or consumers anymore whether through new product innovations or impactful breakthrough campaigns. Although many attempts were provided to reconnect with young consumer, the impact was so short-lived. This problem of Coca-Cola in India can be explained in term of the conflict between being global brand and localization. Though Coca-Cola said it has applied adaptation/localisation strategy but their advertising campaigns in India still have global advertising themes, the company still adapt one global advertising with promote amusements, cool and hip of teenager with Coca-Cola in the term of global brand.

Question :

How is Coca-Cola being positioned with respect to (a) competitors, (b) the target market, (c) the product class, (d) price and quality? What other positioning possibilities are there?