Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 4539211   **Date: 19/06/2023**
Subject Name: Consumer Behaviour
Time: 02:30 PM TO 05:30 PM   **Total Marks: 70**

Instructions:

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q-1	(a)	**Explain the following:**	14
	1	Societal Marketing	
	2	Perceptual Map	
	3	Ethnocentrism	
	4	Cognitive Dissonance	
	5	Celebrity Endorsement	
	6	Terminal Values	
	7	Rituals	
Q-2	(a)	Write with diagramme: Consumer Decision Making Process	07
	(b)	It is often said that consumer receive "free" content online. Is this true? Why or Why Not?	07
		OR	
	(b)	What are the advantages and disadvantages of using Maslow's needs hierarchy in segmentation and positioning?	07
Q-3	(a)	Why do marketers sometimes reposition their products or services? Illustrate with examples.	07
	(b)	How can marketers use measures of recognition and recall studying the consumer learning?	07
		OR	
Q-3	(a)	Which is more effective marketing tool? Traditional marketing OR Digital marketing?	07
	(b)	What is reference group? How does it affect the buying behavior?	07
Q-4	(a)	Discuss: A mother is great socializing agent for kids, and it has deep influence on kid's buying pattern.	07
	(b)	What are the values, believes considered by the consumer buying green product?	07
		OR	
Q-4	(a)	What kind of marketing and sociocultural factors influence purchase of electronic products. Give example.	07
	(b)	What is the role of ethics in advertisement? Explain with suitable example.	07

Q-5   <u>Case Study: Kellogg India ltd.</u>

Top managers of Kellogg India ltd received unsettling reports of a gradual drop in sales. Managers realized that it would be tough to get the Indian consumer to accept its products. Kellogg banked heavily on the quality of its crispy flakes. But pouring hot milk on the flakes made them soggy and did not take good and not many Indian consumers like to have them with cold milk.

A typical average middle class Indian family did not have breakfast on regular basis like their western counterparts. Those who did have breakfast! consumed parathas, idlis, bread, butter, jam, milk, tea and local food preparations. According to analysis! A major reason for Kellogg's failure was the fact that the tastes of its product did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits; the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative. Another reason for low demand was premium pricing adopted by the company.

Disappointed with the poor performance! Kellogg decides to launch two of its highly successful brands& chochos and Frosties in India. The success of these variants took even Kellogg by surprise and sales picked up significantly. This was followed by the launch of chochos breakfast cereal biscuit.

The success of chochos and Frosties also led to Kellogg's decision to focus on totally Indiansing its flavors in the future. Kellogg also introduced packs of different sizes to suit Indian consumption patterns and purchasing power.

Kellogg tied up with the Indian diet association to launch a nationwide public service initiative to raise awareness about iron deficiency problems. The company has also modified its product, particularly the addition of iron fortification in breakfast cereals.

However! Kellogg continued to have the image of a premium brand and its consumption is limited to a few well of sections of the Indian market.

(a)   How effectively Kellogg has met conditions of marketing concept,   07

(b)   Suggest ways how Kellogg can have more influence on consumption behavior of Indian consumer?   07

OR

(a)   Suggest the effective promotional strategies to Kellogg to increase the market share.   07
(b)   What benefits Kellogg can take if it goes for in depth market research?   07

****