



MBA DEGREE EXAMINATIONS: MAY 2015

(Regulation 2012)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

MBA638: Consumer Behaviour

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. Today the Raymond group is vertically and horizontally integrated to provide customers total textile solution and has a diverse product range of nearly 20,000 varieties of worsted suiting to cater to customers across age groups, occasions and styles. Some of its group companies are Raymond, Raymond Apparel, Color plus Fashions, Ever Blue Apparel and others.

After the recent launch of its 'Drive for Passion' campaign, Raymond has now extended it onto the digital platform. Drive for Passion moves beyond the Complete Man positioning to touch upon personal interests and passions of the individual, and was introduced through a pan-India print campaign.

The latest digital initiative on Face book invites fans and users to share the stories of their first drive, first car or different driving locations. Three winners will be selected from the shared responses, who will get to ride in a blazing high performance T-REX, the three wheel motorcycle first designed in 1988. Mass production of the T-REX began in 1995 by the Canadian company, Campagna Corporation.

Raymond considered, "This is an extension of their Drive for Passion campaign. While the core objective of the campaign remains the same; Raymond's aim to look into the personal interests of The Complete Man. they have done this on the digital platform now, because the brand Raymond have a strong relationship with its fans on ground and now they look forward to reinforce this relationship virtually, too. And, social media is all about relationships."The campaign will also be promoted on the Twitter handle #DriveForPassion. People can share their views on @TheRaymondLtd and @SinghaniaGautam.

The activation will go on till November 30. Mukherjee, Director, marketing and business development, retail, Raymond, s adds that the success of the campaign will be calculated by the number of people talking about it, shares and the ultimate reach. Along with the pan-India print campaign, the company also launched activation across eight cities on radio, which asked people to share their experiences on Biking for Joy. Drive for Passion launched the brand's autumn-winter collection which included three different fabrics. The print campaign was supported by OOH, which had the catch lines 'Drive for Passion'; 'Bike for Joy' and 'Walk with the World'.

Questions:

1. Examine the marketing strategies of the competitors with respect to the strategies followed by Raymond.
2. Recommend ways to increase the interconnectivity between the online customers and marketers.
3. Develop relevant promotional activities that can be worked out by "Raymond's" to induce customers to visit their site.

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. Recall the importance of consumer Behaviour.
3. Define the concept of perceptual selection.
4. What is “Snow Ball Sampling”?
5. Why personality is important?
6. Describe conjunctive rule.
7. Name the factors affecting the “Diffusion of Innovation”
8. Briefly describe the function of “Bonus card”.
9. What do you mean by consumer dissonance?
10. What is Relationship Marketing?
11. What is ICRPC?

PART C (4 x 15 = 60 Marks)

12. a) Discuss the advantages & disadvantages of using qualitative research on the field of Consumer Behavior.

(OR)

12. b) Discuss the impact of consumer behavior study on marketing through any one Product on your choice.

13. a) Many Indian consumers believe that advertisement increases the cost of goods. Discuss what attitude can be born out of this and how to counter them?

(OR)

13. b) Name three products where fear appeals have been used effectively. Explain with suitable examples.

14. a) Discuss in detail the various stages in the decision-making process and suggest how to improve the process effectively.

(OR)

- b) Describe the various types of loyalty programmes available for the consumer products. Illustrate with suitable examples.

15. a) “Industrial purchases unlike the consumer purchases do not have an emotional component” - Elaborate.

(OR)

- b) Illustrate the impact of social network in enhancing the consumer behavior.
