



MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2021A)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0136: Consumer Insights

COURSE OUTCOMES

- CLO1:** Explain the rationale behind behaviour of consumers across segments.
- CLO2:** Exhibit analytical skills to address marketing challenges by analysing different aspects consumer behaviour.
- CLO3:** Relate the theories influencing consumer decision making process with the recent practices in persuading consumers.
- CLO4:** Evaluate the myths and reality in consumerism and contemporary practices in influencing consumers

Time: Three Hours

Maximum Marks: 100

PART A (1Q x 20 Marks = 20 Marks)

Case Analysis

- 1 **The Hindu, Thursday June 1 2023, The Indian Express 31 May 2023 & The Economic Times June 1 2023 reports,**

OTT Platforms mandated to show anti-tobacco warnings

The Union Health Ministry Wednesday notified new rules regarding anti-tobacco warnings on OTT platforms. The notification makes it mandatory for Over-The-Top media service platforms to carry anti-tobacco warnings as seen in movies screened in theatres and TV . The rules are called the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules. 2023 and will come into force three months from now.

CO1

[K5]

According to the newly notified rule, every publisher of online curated content displaying tobacco products or their use shall display anti-tobacco health spots for a minimum of thirty seconds each at the beginning and middle of the programme. OTT platforms like Amazon Prime Video, Netflix, Hotstar and ZEE5 are the major players. An industry executive said that the companies would collectively reach out to the government to articulate their view that static smoking warning on small screen for content that is explicitly being requested by users may not appropriate. The OTT players have not responded to press request for comment, so far. The streaming industry was not consulted before the notification.

Prominent Warnings : Publishers of online curated content displaying tobacco products, or their use will be required to display anti-tobacco health spots at the beginning and middle of the programme. The display of an audio-visual disclaimer on

the ill effects of tobacco use, of a minimum of twenty seconds duration each at the beginning and middle of the programme will be mandatory for the OTT platforms, as per the notification. They shall also be required to exhibit an anti-tobacco health warning as a prominent static message at the bottom of the screen when tobacco products or their use are displayed during the programme.

The anti-tobacco health warning message as specified in clause (b) of sub-rule (1) shall be legible and readable, with font in black colour on white background and with the warnings “Tobacco causes cancer” or “Tobacco Kills”.

Besides warning messages, health spots and audio-visual disclaimers will have to be in the same language as used in the show. “Additionally if the publisher of online curated content fails to comply with the provisions, an inter-ministerial committee shall issue notice giving reasonable opportunity to explain such failure and make appropriate modification in the content”, the notification said.

The expression “online curated content” means any curated catalogue of audio-visual content, other than news and current affairs content, which is owned by, licensed to, or contracted to be transmitted by a publisher of online curated content, and made available on demand, including but not limited through subscription, over the internet or computer networks, and includes films, audiovisual programmes, television programmes, serials series and other such content.

1.a. Evaluate the rationale behind consumer shift from movie theatres to OTT platforms with respect to various demographics factors. (8 marks)

1.b. Explain the aspects and elements of perception captured in anti-tobacco health warning message. (8 Marks)

1.c Appraise any two attitude models relating to the Anti-tobacco campaign for the OTT consumers. (4 Marks)

PART B (4Q x 5 Marks = 20 Marks)

Answer Any Four Questions only

2 The footwear market players are doing their best to improve the position in the minds of consumers. Identify the process of developing a basic perceptual map for footwear brands.



CO1 [K₃]

3 Contrast High and Low Involvement Goods in the context of consumer decision making.

CO3 [K₂]

4 In India, there are several solar panel companies who are into manufacturing, installation, and distribution of solar panels, as well as other solar energy products and services. Make use of Rural HH classification for suggesting marketing strategies for a solar panel company for a rural market.

CO1 [K₃]

5 Analyze cross cultural consumer behaviour with the help of Hofstede’s model

CO2 [K₄]

6 Identify the pros and cons of Consumerism.

CO4 [K₃]

Part – C (4Qx15 Marks =60 marks)

Answer Any 4 Questions Only

- 7 Consumers have various kinds of needs. Explain how businesses offer various products and services targeting each kind of needs. CO1 [K₅]
- 8 A family is a basic element in society that share common values and culture, but the individuals in a family differ. Analyze different roles played by the individual consumer in the decision-making process considering a typical Indian family as an example in any purchase for the home . CO1 [K₄]
- 9 Examine any 3 models of consumer decision making with illustrations from various markets CO3 [K₄]
- 10 Explain the application of various technologies in Neuro Marketing. CO3 [K₅]
- 11 Green consumerism is on the rise! On one hand consumers demand organically grown produces, seek natural ingredients, desire to consume organic food, while on the other hand they are price conscious, can't accept fruits with insects, look for shiny, glossy, good-finished products, use automobiles lavishly, etc. Judge the consumer ethics towards consumption of green products. CO4 [K₅]
