KUMARAGURU
college of technology
character is life

Register Number: …………………

MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0136: Consumer Insights

COURSE OUTCOMES

CO1: Explain the rationale behind behavior of consumers across segments.

CO2: Exhibit analytical skills to address marketing challenges by analyzing different aspects consumer behavior

CO3: Relate the theories influencing consumer decision making process with the recent practices in persuading consumers.

CO4: 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 (K5-K6)

1   Uber India is set to launch its Uber Green service in June, extending its global electric vehicle program to Delhi, Mumbai, and Bengaluru initially. The initiative aims to deploy 25,000 four-wheelers and 10,000 two-wheelers, promoting sustainable mobility. Uber's partnerships with industry players like Everest Fleet, Lithium Urban Technologies, Zypp Electric, and Jio-bp underscore their commitment to electric vehicle adoption. The move aligns with Uber's ambitious goal to transition to an all-electric platform by 2040, contributing to a cleaner and environmentally responsible future, combating climate change through zero tailpipe emissions.   CO3   [K6]

Discuss how external factors such as changing societal values, demographics, and other societal elements influence Uber's decision to introduce the Uber Green service in India?

PART B (4Q x 5 Marks = 20 Marks) Answer Any Four Questions only

2   An FMCG organization aims to tap into the untapped potential of the rural market by employing customer profiling techniques to understand the characteristics of various segments.   CO1   [K2]

Illustrate a suitable customer profiling technique that could be utilized for understanding various segments, tailoring marketing strategies, and product offerings.

3   Explain the relevance of Maslow's Hierarchy of Needs theory in aligning advertising strategies with consumers' motivational needs at various levels of the hierarchy.   CO3   [K5]

4	Explain the personality trait theory. Give five examples of how personality traits can be used in the consumer research.	CO3	[K2]
5	What are the reasons behind the raise of Consumerism.	CO4	[K1]
6	Explain the application of Neuro Marketing in interpreting the neural responses to advertisements and product experience.	CO2	[K1]

Part – C (4Qx15 Marks =60 marks) Answer Any 4 Questions Only (K2-K4)

7	HDFC Life's recent brand campaign encourages parents to trust in their children's abilities and proactively plan for their future within the context of India's rapidly embracing digital lifestyle. The campaign emphasizes the pivotal role parents play in the success of their children, particularly in the evolving digital landscape. The narrative unfolds with a seemingly distracted young boy astonishing his parents with a thoughtful gesture, underscoring the significance of parental guidance and financial support for the digitally immersed Gen Z. The campaign advocates for parents to adapt to the changing habits of their younger generation, recognizing them as self-driven risk-takers with diverse opportunities. Vishal Subharwal, CMO and Group Head of Strategy at HDFC Life, stresses the importance of faith in children's capabilities and financial readiness to support their educational endeavors. Rajdeepak Das, CCO Publicis Groupe–South Asia, highlights the film's focus on showcasing the younger generation's innovative approach to life and the crucial role of securing their future through insurance. Illustrate how HDFC Life's brand campaign impacts consumers' attitudes and perspectives on financial planning for their children's future through the Tri-component Attitude Model.	CO3	[K1]
8	Discuss in detail the role of Opinion leadership in the consumer decision making process	CO3	[K6]
9	Discuss the application of perceptual mapping in understanding and visualizing the positioning of competing brands in the market? Provide suitable examples illustrating the insights these maps can offer to marketers for decision-making.	CO2	[K6]
10	Illustrate how the Howard Sheth Decision-Making Model is applied in understanding consumer behavior, emphasizing its key elements in the decision-making process?	CO3	[K2]
11	What is Brand Repositioning? Why do you think the Marketers sometimes forced to reposition their product or service? Illustrate with examples	CO3	[K2]

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