Third Semester M.B.A. Examination, September 2016
(New Scheme)
Course – 18B : CONSUMER BEHAVIOUR AND MARKETING RESEARCH
Elective : Marketing

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　　　Max. Marks : 80

SECTION – A

1. Answer **any five** sub-questions. **Each** question carries **3** marks : 　　　**(5×3=15)**

   a) List the roles people play in the organizational decision making.

   b) What is cognitive learning ?

   c) What is an opinion leader ?

   d) How do technology influences consumer behaviour ?

   e) What is the need of marketing research ?

   f) What are different types of reference groups ?

   g) What is customer intelligence ?

SECTION – B

Answer **any four** questions. **Each** question carries **5** marks. 　　　　　　**(4×5=20)**

2. Explain the relationship between consumer behaviour and marketing research.

3. Describe the role of post purchase behaviour in developing marketing strategies.

4. Explain the importance of CRM in today's businesses.

5. What are the factors affecting consumer learning ?

6. How does values link to consumer behaviour ? Give examples.

7. Describe the personality traits theories that are relevant to marketers.

SECTION – C

Answer **any three** questions. **Each** question carries **10** marks. 　　　　　**(3×10=30)**

8. Compare and contrast the behaviour of rural and urban consumer.

9. Elaborate the role and enumerate the various applications of Marketing Information system in marketing research.

10. What are the four major marketing implications to understand consumer behaviour ?

11. Explain the Blackbox Model in consumer behaviour.

12. What are the challenges inherent in assessing the changing dimensions of buyer behaviour ?

SECTION – D

13. Case (**Compulsory**) :   (**1×15=15**)

Hindustan Unilever Limited (HUL), India's largest fast moving consumer goods company, set a world record with India's first free and on-demand entertainment mobile radio channel Kan Khajura Tesan (KKT) for receiving the maximum number of missed calls (72 lakh) in 120 hours. KKT has been named the best marketing campaign in the world according to the annual WARC 100 rankings. In October 2013, HUL launched Kan Khajura Tesan (KKT) – this implied earworm station in English – a free and on demand entertainment radio mobile channel in Bihar. To enjoy the service, a user had to give a miss call to a certain number. A few seconds later, he/she would be called back and could listen to 18 minutes of Bollywood music, jokes, dialogues and radio jockey talk, peppered with HUL products' advertisements. The response was overwhelming from the target audience, resulting in HUL expanding KKT's coverage to several other states. Furthermore, the number of subscribers to the service reached more than 11 million by December 2014. This was besides the spontaneous awareness of the Ponds White Beauty brand, the close up brand and the Wheel brand increasing by 56%, 39% and 20% respectively.

Questions :

1) How do assess the HUL's Kan Khajura Tesan ?

2) What were major drawback in this project hampering the expansion plans of Kan Khajura Tesan ?

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