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III Semester M.B.A. (Day) Degree Examination, June/July - 2023

MANAGEMENT

Consumer Behaviour and Neuro Marketing

(CBCS Scheme 2019 Onwards)

Paper : 3.3.3

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following each question carries 5 marks.

(5×5=25)

1. Elaborate Freudian theory of personality.
2. Explain "neuro marketing". How it is being used in today's world?
3. What is your thought about ethical and socially responsible marketing?
4. How Indian consumers are different from others, explain their characteristics.
5. Discuss the different stages of family life cycle with the unique need of every stage.
6. Explain the Social-judgement theory of attitude formation.
7. Who are the opinion leaders? How they impact behaviour of consumers ?

SECTION - B

Answer any Three questions from the following each question carries 10 marks.

(3×10=30)

8. Explain the concept of "STP"-(segmenting, targeting and positioning) with suitable examples.
9. Discuss the different dimensions of culture, how they impact behaviour of consumers?
10. Elaborate the Engel-Kollat Model of consumer behaviour.
11. What is learning? explain the components of learning process.

[P.T.O.]





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SECTION - C

12. Compulsory Case Study :

(1×15=15)

When was the last time you heard someone warning his mobile service provider and threatening him about switching to another brand? Or when was the last time you snubbed a representative from a reputed bank/insurance company.

who tried selling you one of his loan/investment products? Else, try recalling the last time you heard someone proudly brag about the dressing down he gave his MNC bank/credit card company about the poor quality of their customer response time?

The chances are that if you are in India you would be experiencing one or more of these things around you very frequently. And if you were an outsider you are most definitely likely to reach a conclusion that you're perhaps seeing the reactions of consumers in market where they don't have good service providers and/or the quality of service is fast deteriorating.

Now consider the reality. About 10 years ago, it used to take 15 days to three months to get a telephone installed at your residence. Today it takes less than 24 hours for an active landline connection and you can have an active mobile phone connection almost instantly. The approval time for a home loan has come down from months and weeks to 5-7 days. You can apply and get a credit card almost instantly. The time required to get cash from the bank has almost come to nil thanks to the technologies like ATMs compared to the half-day it took a while ago.

Now consider the brand choice equation. About 10 years ago there was one telecom service provider, one life insurance company and not more than 4-5 big banks to choose from. Today there are more than five telecom service brands ranging from the international giants such as Vodafone to homegrown biggie Airtel and Reliance to choose from.

There are more than 20-25 insurance brands, almost all of them partnered by the world leaders. There are more than 50 banks to choose from - all of them armed with latest technologies to make your life easy. More than half-a-dozen airlines are ready to fly you through the day between different towns.

In light of this truth the above described aggressive behaviour by consumers clearly defies any logical deduction from reality. An even more intriguing aspect is the consumer behaviour before all this. Ten years ago, when the linesman from the State-owned BSNL came and installed the telephone after a month-and-a-half, most consumers very happily offered him sweets. That time has now been cut down to 12-24 hours but agitated consumers are chiding the hapless new service providers for taking so long. Today our pizzas are getting





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delivered in 30 minutes, our bills are being collected from our doorsteps and the service brands are treating the consumer as a king. Yet we're becoming more and more aggressive.

Clearly, we are seeing the emergence of an extremely intolerant breed of consumers who are forever threatening and bullying the service brands. While the choices available to the consumers and the service standards have improved in absolute terms the consumer's behaviour towards the service brands has progressively deteriorated.

### Questions:

1. Do you agree that Indian marketing landscape has changed in recent year. Explain the role of technology which is responsible for this change.
2. Do you agree with the point put across in this case ? Why? Or, Why not ?

