**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, OCT-2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Consumer Behaviour** | Course Code | **MKT402** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS: Answer any four questions**

1. Analyse the relevance of studying consumer attitude in the present scenario. Muskan wants to buy a new laptop with large battery back-up and light weight. She gives these criteria evaluative ratings of 3 and 2 respectively. The belief ratings for each of the model are as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | Model-A | Model-B | Model-C | Model-D |
| Light Weight | 4 | 6 | 3 | 10 |
| Battery Back-up | 7 | 6 | 3 | 5 |

 Applying the ATO model identify the laptop most suitable for Muskan.

 **(10 Marks)**

1. In designing the advertising for an apparel, which would you find more helpful : consumer culture or consumer personality and why ? Illustrate with examples of how you would use each type of information in designing the advertisement. **(10 Marks)**
2. Briefly explain the basic decision process of consumer buying and analyse how would this process vary with reference to the following products:
3. Chocolate
4. Long-haul international flight to an exotic location
5. Microwave Oven.
6. **Marks)**
7. Club Travel is a prominent company in the travel and vacation industry. (a)Describe how the company can use VALS. (b)Which segments should it target and why ? (c)Recommend a positioning strategy for each of the segments targeted. **(10 Marks)**

1. A TV manufacturing company has considered three attributes (with three levels of variation in each attribute) of a LED TV and intends to determine the best possible combination of attributes which extends maximum utility to a consumer. Consider the following information to extend best possible combination of attributes with sufficient justification:

**Table-1: Description of Attributes**

|  |  |  |
| --- | --- | --- |
| **Price** | **Warranty** | **Screen Size** |
| ₹14000 **(X1)** | 1 Years **(Y1)** | 34 inch **(Z1)** |
| ₹19000**(X2)** | 2 Years **(Y2)** | 44 Inch **(Z2)** |
| ₹25000**(Base line)** | 3 Years **(Base line)** | 55 inch **(Base line)** |

(Figure in parenthesis represents the description of Dummy variables created)

**Table-2: Results of regression analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.783 | .042 |  | 42.595 | .000 |
| **X1** | 0.555 | .042 | -.308 | -6.143 | .000 |
| **X2** | -5.222 | .042 | .290 | 5.784 | .000 |
| **Y1** | 2.888 | .042 | .076 | 1.521 | .130 |
| **Y2** | -3.222 | .042 | .642 | 12.800 | .000 |
| **Z1** | 0.888 | .042 | -.139 | -2.777 | .006 |
| **Z2** | -0.222 | .042 | .136 | 2.712 | .007 |

 **(10 Marks)**