**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRD TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, MAY-2022**

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

**INSTRUCTIONS: Answer All Questions.**

1. You are the vice president- marketing of Native Shoes, which is changing the game of footwear using unique manufacturing techniques to lighten their carbon footprint on the earth. Your company’s advertising agency is in the process of negotiating a contract to employ a female protagonist to promote your limited edition Plant Shoe, the first 100% biodegradable shoe made of all natural materials and can be composted after use. Discuss the reference group factors that you would consider before the celebrity is hired.

**(10 Marks)**

1. Mr. Ankush, works as a senior executive for Tacobell incorporation, an US based restaurant chain. His company wants enter into global market by the end of 2022. Initially they are considering UK, Brazil, Australia, India and China for their international foray. Mr. Ankush has gathered the CSV score board for the above mentioned countries as under:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | PDI | IDI | MFI | UAI | LTO | Indulgence |
| US | 40 | 91 | 62 | 46 | 26 | 68 |
| Brazil | 69 | 38 | 49 | 76 | 44 | 59 |
| Australia | 38 | 90 | 61 | 51 | 21 | 71 |
| India | 77 | 48 | 56 | 40 | 51 | 26 |
| China | 80 | 20 | 66 | 30 | 87 | 24 |
| UK | 35 | 89 | 66 | 35 | 51 | 69 |

Based on your insight from the above data, identify top 3 international destinations for Tacobell Incorporation and suggest suitable strategies for its marketing success in those countries**. (10 Marks)**

1. The Transportation Department of Delhi is planning a marketing campaign to encourage people to switch from private cars to public transport such that carbon emission to the environment can be minimised. Give examples of how the department can use the following strategies to change commuters’ attitudes: (a) changing the knowledge function of their attitude; (b) changing the value-expressive function of their attitude; (c) and using ELM model. **(10 Marks)**
2. The Gillette Company, which produces the highly successful Sensor shaving blade, has recently introduced a clear gel antiperspirant and deodorant for men. Identify the perceived risks associated with the purchase of this new product and outline a strategy designed to reduce these perceived risks during the product's introduction. **(5 Marks)**
3. Suppose you propose to buy (a) a laptop and (b) a fairness cream. Analyse the decision making process likely to be applied in each case. Based on this analysis, what will be the marketing implications for the marketers of these products. **(5 Marks)**