

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
MID SEMESTER EXAMINATION-2015

B.Tech(VIIISemester) All Branches

COURSE CODE: 11B1WPD833

MAX. MARKS: 30

COURSE NAME: Consumer Behavior

COURSE CREDITS: 3-0-0

MAX. TIME: 2 HRS

Note: All questions are compulsory. Attempt all questions of a section at one place.

Section A

(Marks: 6)

1. Give one example of how a product can fulfill both utilitarian and hedonic needs of consumers. (1)
2. Define a brand personality and give two examples. (1)
3. Differentiate between visualizers and verbalizers. (1)
4. What are the three main components of consumer attitude? (1)
5. What are the steps involved in consumer research design? (1)
6. Increase in women workforce has been responded by marketers through new offers in consumer goods. Explain with one example. (1)

Section B

(Marks: 9)

1. Some marketers consider benefit segmentation as the most consistent approach with the marketing concept. Do you agree or disagree with this view? Why? (3)
2. For each of these products-chocolate bars and bottles of expensive perfume-describe how marketers can apply their knowledge of differential threshold to packaging, pricing and promotional claims during the periods of :
 (a) rising ingredient and material costs and (b) increasing competition. (3)
3. Nivea, the cosmetics company, offers a line of fairness products for men. How can the company use stimulus generalization to market these products? (3)

Section C

(Marks: 15)

1. Explain the factors that have increased the need for understanding consumer behavior. (3)
2. Why are marketers sometimes forced to reposition their products or services? Illustrate your answers with examples. (3)
3. You have received the discount coupons for your favorite Sweets corner, but you have registered in the neighboring gym for weight loss program and they have recommended healthy diet for best results, what does this situation tell you about the motivational conflict? How marketers formulate their positioning strategy to reduce this conflict? Explain with suitable examples (5)
4. Write short notes on: (4)
 - a. Social marketing
 - b. Role of internet in the evolution of empowered consumer.