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Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 01/10/2024
Course Code: MBA3079	Time: 10:00am – 11:30am
Course Name: Digital Consumer Behaviour	Max Marks: 50
Department: SOM	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	State the interrelationships between consumer research, market segmentation and targeting.	5 Marks
2	Explain the difference between Traditional vs Digital consumers.	5 Marks
3	Consumer Research you get instant access to the world's largest archive of consumer opinions. State the role of consumer research.	5 Marks
4	Consumers often judge the quality of a product or service based on a variety of informational cues that they associate with the product. Recall why is it more difficult for consumers to evaluate the quality of services than the quality of products?	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	<p>Creating A Loyalty Program At Things Remembered</p> <p>Things Remembered provides personalized gifts for special occasions. It has catalogs, physical stores, and an online store. It provides personalization through embroidery and engraving of initials, words, and designs specified by the customer. Although successful, the company noted the challenge of its position: The strength of a business such as Things Remembered can also become a challenge. Customers see the Things Remembered brand as being all about occasions. That is good, because the brand is about occasions. However, many customers begin to limit the occasions and think that it is just about anniversaries, graduations, Christmas and weddings.</p>	15 Marks

	<p>Earlier in the decade, Things Remembered was struggling because its repeat purchase rate was lower than other retailers' rates. Its goal was to create a marketing program that would get customers to buy at Things Remembered (a) for a wider set of occasions, and (b) more frequently. The solution was a loyalty program called "Rewards Club." The key features of the Rewards Club were as follows:</p> <ul style="list-style-type: none"> • One-time \$5 membership fee • Earn \$10 rebate for every \$100 purchased • Automatic tracking and distribution of reward certificates • Certificates good for 90 days • \$50 limit in rebates earned in a given month • One transaction every 18 months required to maintain membership <p>To help encourage internal buy-in to the program, Things Remembered gave store associates incentives to enrol customers as members. Initial results were positive, with enrolments at targeted levels. However, one concern is that they enrolled more low spenders (spend less than \$50) than high spenders (spend more than \$100).</p> <p>Questions:</p> <p>A. The marketing program was designed to achieve two goals, namely, increasing the number of occasions for which consumers purchased from Things Remembered, and increase the frequency with which they purchased from Things Remembered. Which goal is best achieved by the Rewards Club? Explain. (8 Marks)</p> <p>B. Design a marketing program from the ground up to achieve the goal of increasing the number of occasions for which consumers think of and purchase from Things Remembered. Note: It may or may not involve a rewards program. (7 Marks)</p>	
6	<p>Contrast the major characteristics of the following personality theories: (a) Freudian theory, (b) Neo-Freudian theory, and (c) Trait theory. In your answer, illustrate how each theory is applied to the understanding of consumer behaviour.</p>	15 Marks