

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA2022

Course Name : Sem III - MBA2022 - Consumer Behaviour and Practices

Program : MBA

Date : 7-NOV-2023

Time : 10:00AM - 11:30AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. List the types of digital consumers and state the characteristics of any 2 types
(CO1) [Knowledge]
2. List the traditional models of consumer behaviour and explain any one
(CO1) [Knowledge]
3. List and briefly explain the characteristics of any two types of traditional consumers
(CO1) [Knowledge]
4. Describe habitual and variety seeking consumer behaviour using Henry Assael's model
(CO1) [Knowledge]
5. Highlight how environment arousal may influence consumer behaviour in places such as shopping malls. Give two examples
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Choose two brands within the same product category that appear to be projecting different brand personalities. Characterize each personality using the trait theory of personality or any other suitable theory.
(CO2) [Comprehension]
7. Briefly review Maslow's motive hierarchy from the consumption context. Cite at least two product categories that might appeal to an individual at each stage of the hierarchy and state the core benefits that these products can fulfil.
(CO2) [Comprehension]

8. In consumer behaviour, decision-making processes can be categorized into three levels depending on the levels at which consumer problems can be solved. Identify these 3 levels and illustrate how do they influence the marketing strategies of different B2C firms.

(CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. Skoda had a monopoly in car manufacturing in Czechoslovakia until the 1989 'Velvet Revolution'. During this time it had developed a fearful reputation as possibly the worst built, worst designed car in the world. Jokes about its notoriety were ruthless, unremitting and widespread. The only place it sold in any number was in the country of manufacturer. After the fall of communism the Czech government started looking for a commercial partner in the West to revitalise its Skoda factories. Most respected commentators felt strongly that there would never be a business prepared to take on the acquisition because of the huge task of transforming the name from risible rejection to amiable acceptance. In 1991, however, Volkswagen took a 30 per cent stake in Skoda and started work in training and educating the workforce to Western quality standards in the hope of completely turning the business around, making the name of Skoda synonymous with quality and reliability. It invested over billion in the plant, research & development and new models. It also undertook an advertising campaign, of momentous proportions, that excited the admiration of all in the promotion business. Ten years later, in 2001, VW took total control of the business and such was its success, Skoda had become one of the fastest-growing car brands in the UK motor industry, increasing sales in the first two years by over 60 per cent. Although sales in 2004 have fallen slightly, in line with other car manufacturers, the story is one of remarkable success, not least in being able to understand and alter and turn around such deeply ingrained consumer ridicule and opposition.

- a. Demonstrate how Skoda achieved success by understanding of consumer behaviour
b. Apply appropriate CB model to show how Volkswagen overcame consumer antipathy to Skoda?

(CO1) [Application]

10. Thomson was a limited company manufacturing vending machines. These machines could be used for automatic vending of cigarette packs, match boxes, tea, coffee, cold drinks, chocolates and many other products. The vending machines had to be programmed for vending various items. One machine could handle a variety of products as well. These were to be installed at shopping centres, cinema halls, public places, hotels, etc. The manufacturer started with installing these machines in various parts of the city for selling coffee and tea. The machines became popular, as they served the customers with both tea/coffee at a standard price, and the customer had the choice of having strong or light, with or without sugar, more or less milk depending on his choice. As they became popular, more and more machines were set up at strategic places like bus stations, railway platforms, etc. so that the customer had an access to the beverage, whenever he needed it. In the beginning, an attendant was also required to stand with the machines, as they were not fully automatic. Later, fully-automatic machines were developed, which could work without the help of an attendant. The attendant had to come only once, to replenish the stocks, and take out the cash from the machines. A difficulty that was faced, was that these machines did not accept torn notes, or some coins which got stuck in them. To overcome this difficulty, the company was contemplating to introduce a card system, which could be purchased with Rs. 100, or its multiples, and on using these cards, the amount would get debited automatically and the balance would be known by the consumer. The survey showed the results, but a lot of effort would be required to motivate the consumers to buy these cards. The company also contemplated providing the consumers with other products as well. These could be cigarettes, soaps, oils, cold drinks, chocolates, biscuits, etc

A. Do you think that the company will succeed in selling other products along with the tea/ coffee they are already selling?

B. How can the company motivate the consumers to buy cards for their transactions ?

(CO2) [Application]