

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA/IMBA Winter 2019-20 Examination

Semester: 3/9

Subject Code: 06203201

Subject Name: Consumer Behaviour

Date: 28/11/2019

Time: 10:30am to 1:00pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Answer in Brief-Short Questions (Attempt any Five out of Seven) (Each Question 3 Marks) (15)

1. Explain Personality and its importance in consumer buying behaviour
2. Explain Motivation and the theories of Motivation
3. Explain the Importance of Motivational Research
4. Explain the Engell Blackwell model of Consumer Decision Making
5. Explain the strategies for Attitude Change
6. Explain Cluster Analysis
7. Explain the meaning of Factor Analysis.

Q.2 Answer the following Questions (10 Marks Each) (30)

1. How should a marketer try to do away with the dissatisfaction of the consumer? What should be his role?
2. How is consumer behavior influenced by relationships within families? Discuss with context to various family types.
3. Illustrate and explain with a diagram the decision-making process and how are they influenced by various factors.

Q.3 Case Study (15)

RICH, ANGRY BIRDS

Angry Birds is a simple and extremely popular video game that has taken the world by storm. Angry Birds is a mobile app whose franchise is also expanding to video game consoles, board games, cookbooks, and toys. In the game, the goal is to retrieve the stolen bird eggs from the enemy pigs and kill the pigs. Players use a slingshot to launch wingless birds through the air to destroy pigs and various structures that are housing the pigs. If the players complete their mission of killing all the pigs within the allotted time and number of birds, they pass to the next level, where different pigs and structures await to be killed and destroyed. As players progress through the stages of the game, new types of birds and features, such as explosives, become available.

Numerous free updates, additional content, and holiday promotions help keep consumers hooked on this game. The global market for applications, or “apps,” is already huge and continues to grow at an exponential rate. In 2010 alone, the global app market accounted for \$6.8 billion in sales. Analysts project that this market will see double-digit growth and be worth \$25 billion by 2015. Currently over 2 million apps are available and North America produces the most revenue in the app market. However, Asia has the

highest number of total app downloads. Of all the apps out there, Angry Birds may be one of the most popular of all time. Angry Birds is downloaded more than 1 million times a day and played for more than 200 million minutes a day. An executive for the company is exuberant about the app, stating, "Angry Birds is going to be bigger than Mickey Mouse and Mario." A combination of factors has helped lead to Angry Birds' success. • Angry Birds also received a boost from celebrities giving their endorsement by telling fans that they are hooked on the game (e.g., Anja Pärson, a Swedish skier).

- The company made Angry Birds very simple to use, increasing its "addictive power."
- The unpredictability of the game also lures in consumers.
- The company engages in customer relationship management and maintains communication with its customers through social media.

However, above all, one company executive attributes Angry Birds' initial success to the Apple platform, which is where Angry Birds started. "It [Apple] has opened up for innovation and given us a huge market. The game itself is made possible by the touch technology, which hit the market at the right time with the growth of smart phones and the launch of the App Store. The key is to offer it for free and reach volume. You need to get the game out to the masses." It is important to continue being number one in the app store. When you manage to do this, the challenge is to build an even greater audience. The Angry Birds franchise continues to grow and engage consumers by partnering with other organizations and developing new innovations. Soon, they hope to allow users to get special game features as a function of their location. And the company is offering Angry Birds merchandise like speakers in the shape of the Angry Birds characters for assorted electronic devices. In regard to cause-related marketing, the company behind Angry Birds (Rovio) has joined BirdLife International in the fight to save threatened birds from extinction. Rovio is helping to raise awareness of bird extinction issues through the in-game that directs players to visit BirdLife International's web page to learn more about their programs. Likewise, BirdLife's webpage hosts a trivia question about bird extinction that produces a secret level of Angry Birds for those players who visit its site.

Discussion Questions

1. The Angry Birds game is a type of innovation.
 - a. Identify whether it is a continuous, dynamically continuous, or discontinuous innovation.
 - b. Conduct an innovation analysis of Angry Birds, focus on consumers who already use mobile apps.
2. Rovio is engaging in cause-related marketing by teaming up with BirdLife International, a nonprofit organization. How well does this cause "fit" Angry Birds? Discuss the impact that this cause-related marketing partnership could have for Angry Birds.
3. Examine the four cause-related marketing (CRM) consumer segments. Detail each segment's likely response to the CRM partnership that Angry Birds has with BirdLife International.