

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2018 - 19 Examination

Semester: 3
Subject Code: 06203201
Subject Name: Consumer Behavior

Date: 27/10/2018
Time: 02:00pm to 04:30pm
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 Do as Directed.**A. Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Consumer behaviour consists of which of the following activities?

A. Consuming	C. Disposition
B. Obtaining	D. All of the Above
2. **Norms are:**
 - A. The informal rules that govern behaviour
 - B. The laws that attempt to encourage excessive consumption
 - C. The formal rules about how to shop
 - D. The formal rules that govern shopping trends
3. **In decision-making, evaluative criteria:**
 - A. Are the scores we give to the different factors we use to compare offerings.
 - B. Are the factors we use to compare alternative offerings.
 - C. Relate to the price of different offering.
 - D. Signify how much time we are willing to spend evaluating different offerings.
4. **A consumer has a headache, takes two Medicine tablets, and finds that his headache eases considerably. In learning terms, this is an example of:**

A. Extinction	C. Positive Reinforcement
B. Punishment	D. Negative Reinforcement
5. **Which of the following is an example of observational learning?**
 - A. A parent telling a child where to go to pay for goods in a store
 - B. A child asking a parent if she can pay for goods in a store
 - C. A child watching a parent paying with a credit card at a store checkout
 - D. A parent providing written instructions for a child on how to pay in a store.

B. Define the following. (Each of 1 mark) (05)

1. Culture
2. Consumer Research
3. Opinion Leadership
4. Focus Group Discussion
5. In-Depth Interview

C. Direct Questions (Each of one mark) (05)

1. Innate Needs
2. Psychographic Segmentation
3. What is product philosophy?
4. Product Life Cycle
5. Sources of Primary and Secondary Data

Question 2: Answer the following questions:

1. Explain diffusion of innovation theory with an example of technological product of your liking. (07)
2. Discuss Howard & Seth model of Consumer Learning Theory. (08)

Question 3: Answer the following questions:

1. Discuss how subculture and cross culture issues in marketing. (07)
2. What is consumer research? How is it different from Marketing Research? Discuss different Types of Marketing Research and their Application. (08)

Question 4: Answer the following questions:

(7.5)

1. What are different Market Research methods? Discuss any two in detail.
2. What is a scale? Explain different types of scales with examples.

OR

Question 4: Read the case-let and answer question.

(7.5)

Four Seasons, the famous hospitality hotel chain was founded in 1961. Cascade Investment Kingdom Holding Company is current owner of this organization. Isadore Sharp is a founder and chairman of the company. This brand has achieved many prestigious awards in the short time period. They even had many satisfied customers in their database. This company was also listed among Fortune top 100 companies. They gained appreciation especially for branding and offering their services to the consumers. Additionally, company does extensive philanthropic activities with a focus of building brand communities. They work in the areas of supporting sustainability and advancing cancer research with the emphases on their brand. Terry Fox Run, one of the founding members of the company is the largest one day fund raiser for cancer research in the world. In 2011, at 50th anniversary of the company livingvalues.fourseasons.com website was launched which is dedicated to plant and grow 10 million trees in the next few years. However, eventually the philanthropic work did not gave return to the brand and therefore, now the company wants to developed substantial marketing campaign.

Company's goals are to remain a five star luxury hotel, provide customers with luxury quality at affordable price on primal destination, establish the brand as best, partner with real estate owners and continue building new resorts and hotels at primal locations. Hospitality market is competitive as there are leading brands in the industry and it is difficult to survive and increase market share. However, the brand thinks that they can personalize the services and can target on newly married couples and business class for the subsequent years. Four Seasons have US \$18 million for the marketing activities and additional US \$6 million to spend on contingencies.

As a veteran marketing expert, you are request to (a) explain the various cultural aspects Four Seasons' customers have and (b) Comment on how Four Seasons can better the service that they offer with respect to cultural aspects of its customers.