

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, OCTOBER 2021

Set-I

Course Name	Consumer Behavior	Course Code	MKT402
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all of the following questions.

1. Distinguish between the major types of consumer decision making (extensive problem solving, limited problem solving and routinized response behavior). Illustrate each type by giving suitable examples. How would the marketer's strategy to engage the customer differ in each of the situations? (10 marks)

2. Analyze and list the innate (biological) and acquired needs that would be useful in developing promotional strategies for the following products and explain how they would be useful:

- a. Sunglasses that can be customized online
- b. Smartphones

(5+5 marks)

3. Just Noticeable Difference (JND) is the minimal difference that can be spontaneously detected between two similar stimuli. How can marketers apply their knowledge of JND to packaging, pricing and promotional claims for a breakfast cereal (like Kellogg's corn flakes) during periods of:

- a) Rising materials and ingredient costs
- b) Increasing competition

(10 marks)

4. You are the owner of two furniture stores: one caters to upper-middle-class customers and the other to lower-middle-class customers. Distinguish how the social class differences influence each store's:

- a. Product lines and styles
- b. Communication used in the ads
- c. Payment policies

(10 marks)