

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER 2021
Set-II

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

INSTRUCTIONS: Attempt all of the following questions.

1. Identify the type of promotional message that would be most suitable for each of the following personality market segments, and give an example of each:

- (a) highly dogmatic consumers
- (b) inner-directed consumers
- (c) consumers with high optimum stimulation levels
- (d) consumers with a high need for recognition
- (e) consumers who are visualizers versus non-verbalizers. (5x2 =10 marks)

2. According to classical conditioning theorists, learning depends not only on repetition but also on individuals' ability to "generalize." Pavlov found, for example, that a dog could learn to salivate not only to the sound of a bell, but also to similar sounds such as jangling keys or coins. Responding the same way to slightly different stimuli is called stimulus generalization. Analyze the various ways in which marketers use stimulus generalization in their marketing plans (give suitable examples). (10 marks)

3. For marketers, the goals of consumer learning are increased market share and brand-loyal consumers. These goals are interdependent: Brand-loyal customers are the core of a stable and growing market share, and brands with larger market shares have disproportionately large numbers of loyal buyers. Marketers' promotions are designed to teach consumers for whom the brands promoted provide the best solutions for satisfying unfilled needs. Thus, marketers must measure to what extent consumers have learned the information contained in promotional messages. The most popular measures of consumer learning are Recognition and Recall of messages and Attitudinal and Behavioral levels of brand loyalty. Explain and compare the differences in these measures and their utility to the marketer. (3x4=12 marks)

4. Reference groups that serve as sources of comparison, influence, and norms for peoples' opinions, values, and behaviors. Within any setting, including consumer behavior, people are strongly influenced by what others think and how they behave. With relevant examples, compare the Comparative and Normative influence that reference groups have on a person's values and behaviors? (8 marks)