

MBA (NEW)

Term-End Examination

December, 2022

MMPM-001 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any **three** questions from Section A. Section B is **compulsory**. All question carry equal marks.

SECTION A

1. (a) What is meant by consumer attitude ?
(b) How do you justify the relevance of studying consumer attitudes for marketing ? Explain by taking an example of a product or service.
2. (a) Explain online consumer behaviour, with the help of Technology Acceptance Model.
(b) Elaborate the same by taking the example of online shopping of consumer products.
3. (a) How does the problem recognition stage vary between a low involvement and a high involvement purchase ?
(b) How can the marketers benefit from these variations ?

4. Write short notes on any *two* of the following :
- (a) Engel-Kollat-Blackwell Model
 - (b) Maslow's Hierarchy of Needs
 - (c) Implications of Family Decision-Making for Marketing Strategy
 - (d) Absolute vs. Differential Threshold

SECTION B

5. The Raymond Group's branded textile segment, which serves as the company's main business, dominates the Indian market as a B2C branded player for fabrics used in suits and shirts. Strong partnerships with channel partners, some of which have lasted more than 50 years, and broad distribution reach have helped the vertical expand over time. The company has continually introduced new products to satisfy the demands and preferences of its clients, thanks to a strong distribution network that can meet the strong fabric demand in Tier 1 cities as well as Tier 6 towns.

A Memorandum of Understanding (MoU) was signed by Raymond and the Khadi and Village Industries Commission (KVIC) in December 2016. As part of the agreement, Raymond consented to a five-year commitment to a minimum guaranteed purchase of Khadi and Khadi products. In the year 2018, Khadi by Raymond was launched countrywide in more than 300 company outlets. A range of fabric blends and ready-to-wear apparel were part of the new product line. According to industry observers, the traditional cloth, Khadi, has never before been offered to customers with such a wide range of options.

Questions :

- (a) How will the customers' perception be impacted by the extended product offering through the MoU ?

 - (b) Comment on the repositioning strategy of Khadi from the consumer's point of view, when it will be marketed under the Raymond brand.
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