MB118B

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
Elective - B : MANAGEMENT
Consumer Behaviour & Marketing Research

Time : 3 Hours **Max. Marks : 80**

Instruction : All sections are compulsory.

SECTION - A

1) **Answer any Five sub questions. Each sub-question carries Three marks : [5 × 3 = 15]**

a) Give the meaning of Consumer Behavior.

b) What is Self Concept?

c) What is Marketing Research?

d) Give the meaning of Random Sampling.

e) Define CRM.

f) What is Sub-Culture?

g) Give the meaning of Cognitive Learning.

SECTION - B

Answer any Four questions. Each question carries Five marks : [4 × 5 = 20]

2) Briefly explain the Cognitive Theory.

3) Differentiate between Quantitative and Qualitative data.

4) Write a note on marketing information system.

5) Briefly explain CRM.

6) Bring out the contrasts in rural and urban consumer behavior.

7) Briefly explain consumer life time value.

SECTION - C

Answer any Three questions. Each question carries Ten marks : [3 × 10 = 30]

8) What are the factors affecting consumer decision making?

9) Explain in detail the Howard Seth model.

10) What are the different types of marketing research?

11) Write a note on cross cultural and global consumer behavior.

12) Explain the applications of marketing research in business.

SECTION - D

13) **Case (Compulsory) : [1 × 15 = 15]**

Kellogg India Ltd.

Top mangers of Kellogg India ltd received unsettling reports of a gradual drop in sales. Managers realized that it would be tough to get the Indian consumer to accept its products. Kellogg banked heavily on the quality of its crispy flakes. But pouring hot milk on the flakes made them soggy and did not take good and not many Indian consumers like to have them with cold milk. A typical average middle class Indian family did not have breakfast on regular basis like their western counterparts. Those who did have breakfast ! Consumed parathas ! idlis ! bread ! butter ! Jam ! milk tea and local food preparations. According to analysis reason for Kelloggs failure was the fact that the tastes of its product did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits, the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative.

Another reason for low demand was premium pricing adopted by the company Disappointed with the poor performance ! Kellogg decides to launch two of its highly successful brands & chocos and frosties in India. The success of these variants took even Kellogg by surprise and sales picked up significantly. This was followed by the launch of chocos breakfast cereal biscuits. The success of chocos and rosties also led to Kellogg's decision to focus on totally Indianising its flavours in the future. Kellogg also introduced packs of different sizes to suit Indian consumption patterns and purchasing power. Kellogg tied up with the Indian diet association to launch a nationwide public service initiative to raise awareness about iron deficiency problems. The company has also modified its product ! particularly the addition of iron fortification in breakfast cereals.

However ! Kellogg continued to have the image of a premium brand and its consumption is limited to a few well of sections of the Indian market.

Questions :

a) How effectively Kellogg has met conditions of marketing concept?

b) Suggest ways how Kellogg can have more influence on consumption behavior of Indian consumer.

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