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Degree : MBA
Batch : 2018 - 2020
Course Title : Consumer Behaviour
Duration : 90 Minutes

Semester : III
Date : 26/11/2019
Course Code : 18MBAMM301
Max Marks : 50

Note: Answer ONE full question from each part and Part C is compulsory

Q. No.	Question	Marks	K Level	CO mapping
PART-A				
1(a)	Define cross culture. List out the cross cultural marketing problems in India.	3	K1 (Remembering)	CO5
(b)	Explain the various types of subculture with an example.	7	K2 (Understanding)	CO5
(c)	You are a marketer; identify the various type's of social class categories with examples.	10	K3 (Applying)	CO5
OR				
2(a)	What do you mean by Reference group?	3	K1 (Remembering)	CO5
(b)	"The importance of knowing and understanding husband-wife decision making in modern marketing is vital". Explain the dynamic of husband-wife decision making.	7	K2 (Understanding)	CO5
(c)	Identify the various types of Reference group & marketing strategy.	10	K3 (Applying)	CO5
PART-B				
3(a)	What is post purchase dissonance?	3	K1 (Remembering)	CO6
(b)	Explain the difference between CRM with E-CRM.	7	K2 (Understanding)	CO6
(c)	Determine the various elements/dynamics of diffusion of innovation.	10	K3 (Applying)	CO6
OR				
4(a)	Define CRM. List the advantages of CRM.	3	K1 (Remembering)	CO6
(b)	Explain the various categories of adopters with neat diagram.	7	K2 (Understanding)	CO6
(c)	"Marketers are aware of the impact of CRM exerts on	10	K3	CO6

	consumers and they deliberately attempt to stimulate sales". Identify the various types of CRM used by marketers & justify it.		(Applying)	
	PART-C			
5	<p>Case Study: Marketers are now working to harness the new-found communications power of their everyday customers by turning them into influential brand ambassadors, Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched. One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lesson on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site.</p> <p>Questions:</p> <p>a) Identify the importance of Ambassadors as reference group.</p> <p>b) Determine the various types of Reference group.</p>	10	K3 (Applying)	CO5

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