

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

END SEMESTER EXAMINATION-2015

B.Tech.VIII Semester(All Branches)

COURSE CODE: 11B1WPD833

MAX. MARKS: 45

COURSE NAME: Consumer Behavior

COURSE CREDITS: 3-0-0

MAX. TIME: 3 HRS

*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. Please attempt all questions of one section at one place.*

Section A

(1X9=9)

1. Differentiate between consumer markets and business markets.
2. Name important media used by marketers to reach children with marketing messages.
3. Give two examples of high involvement products.
4. Give one example of marketing strategy related to upward mobility.
5. Explain any one characteristic of innovations.
6. Do you agree with the economic view as basis for consumer decision making?
7. In what ways our access to online sources is changing the way we decide what to buy? Explain with one example.
8. How do religious subcultures affect consumption decisions? Explain briefly with one example.
9. Define a brand personality and give three examples.

Section B

(5X3=15)

1. Why is an opinion leader a more credible source of product information than an advertisement for the same product? Explain with suitable example.
2. Marketing strategies should be aligned with the culture of the target market. Explain with suitable examples.
3. What are some industries that stand to benefit most from increasing affluence and vitality of the senior example? Explain in detail with suitable examples.
4. How should marketers promote products and services to working women? What appeal should they use for formulating marketing strategy for this segment?
5. Describe some ways in which marketers are using internet to encourage positive word of mouth.

Section C

1. If a car is being purchased by a family for a teenager to drive to school, how will this influence:
  - a. The type of product
  - b. Price

- c. Appropriate promotion message
- d. The media

As opposed to the family purchasing a car that the adult head of the household will use to commute to work? (6)

2. Specify both innate and acquired needs that would be useful bases for developing promotional strategies for:

- a. Global positioning systems
- b. High end Smartphone of a premium brand. (5)

### 3. Case study: Digitalization = Customization

The marketing concept states that companies must focus on consumer needs and develop products and services that meet these needs. Market segmentation and targeting—the strategic approaches that originate in the marketing concept—enable marketers to subdivide large markets into distinct consumer segments with relatively homogeneous needs, and to select one or more of these groups as the target market(s) for the companies' offerings.

Broadly speaking, the premise of the marketing concept is the delivery of products geared to individual's needs, a strategy seemingly congruent with such promotional slogans as "Have It Your Way" and "You're the Boss." In reality, however, the products offered by companies that moved from mass production (i.e., a single version of the product for all consumers) to market-focused strategies are not truly personalized products. Marketing-oriented companies offer consumers numerous versions and models of their products, each designed to meet the needs of a distinct, but still rather large, group of individual consumers.

Now, for the first time ever, digital technologies enable marketers to truly customize many products to the specific and individual needs of customers. For example:

1. *Dell Computer Corporation offers built-to-order computer systems at [www.dell.com](http://www.dell.com) where consumers can design their own notebook or desktop PCs.*
2. *At [www.acumins.com](http://www.acumins.com), customers fill out The Vitamin Advisor—an extensive questionnaire regarding one's health, diet, and daily habits. Based on an analysis of their answers to the survey, customers can purchase packages of vitamins and supplements customized specifically for them.*
3. *At [www.nikeid.com](http://www.nikeid.com) buyers can choose among many models of sneakers in different price ranges, customize their chosen shoes from among several colors and features, have a personal ID applied to each shoe, pay for the product, and have it shipped*

Questions:

1. Will the marketing concept become an obsolete concept as more and more companies adopt the kind of customization strategies illustrated in this case? Explain your answer. (5)
2. Are there any products or industries in your view, where product customization is impractical and traditional market segmentation and targeting are more applicable? Explain your answer. (5)