

VPM's
DR VN BRIMS, Thane
Programme: MMS (2015-17) (Marketing)
Third Semester Examination October 2016

Subject	Consumer and Industrial buyer behaviour		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	22.10.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Read the following case and answer the following questions. 20 Marks (Compulsory)

iPhone 7 India launch: Apple gets into festive momentum with new flagship

Apple's iPhone 7 and iPhone 7 Plus arrive at a strategic time with the country getting into festive mood

At the stroke of 7 PM on Friday, the month-long wait to grab an iPhone 7 came to an end as Apple enthusiasts who pre-ordered iPhone 7 and 7 Plus devices swarmed Apple flagship and retail stores across the country to grab their handsets. After receiving a stupendous response from 28 countries in the first phase, beginning from September 16 and additional 30 countries from September 24, iPhone 7 and 7 Plus finally arrived in India and the mood was upbeat.

"I want to thank Apple enthusiasts for breaking all records with the new iPhone 7 launch. This launch is beyond comparison in India. This is iPhone 7, after all," Mikey Todd, Managing Director, iZenica, Apple Premium Reseller in India, told IANS.

According to industry analysts, since the festive season is on and Diwali falls on October 30, this is a strategic time for Apple to register better iPhone 7 sales in the country. "With this, Apple will have three-four weeks of solid festive momentum. Last year, Apple launched iPhone models on October 16 in India. This year, the company will have more time-frame to register better sales figures," Tarun Pathak, Senior Analyst, Mobile Devices and Ecosystems at New Delhi-based Counterpoint Research, told IANS.

Apple CEO Tim Cook recently announced to soon open retail stores in the country — a move that brings to the fore the global importance of the burgeoning Indian smartphone market. "India is now one of our fastest growing markets. In the first three quarters of this fiscal year, our iPhone sales in India were up 51 percent year on year. We're looking forward to opening retail stores in India down the road and we see huge potential for that vibrant country," Cook said.

1. What is the importance of 'festive momentum' as a cultural influence on buyer behavior in Indian context?
2. "Apple enthusiasts broke all the records with i phone 7 launch", how do you think this shows a shift in consumer adoption process?
3. Discuss all the individual and group influences affecting the buyer decision process for such high end technology product like i phone 7?

4. What factors are leading to the global importance of the burgeoning Indian smart-phone market? How does it fit into process of diffusion of innovations?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are different roles of buying center in organizational buying process?
- b) Discuss diffusion of innovations for mobile phone as a technological product.
- c) What are reference groups? How they influence group decision making?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Who is an opinion leader? Give two examples from cause-related marketing.
- b) Illustrate buyer decision making process for buying a house in Mumbai.
- c) Discuss different internal influences on consumer behavior for buying a soap.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are various attributes of a rural buyer? Discuss three relevant strategies adopted by marketers of current era towards rural consumerism.
- b) Discuss the different sub-culture segments and its influence on food consumption behavior.
- c) Explain 'consumer adoption process' towards western attires in India.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are major points of difference between consumer and organizational buyer behavior?
- b) Elaborate the importance of online presence for Industrial products.
- c) What are various consumer segments of Industrial markets?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are different product categories of Industrial products? Mention attributes of each.
- b) Explain industrial buying process for purchase of MS office software products by an organization.
- c) What are three types of buying tasks in an organization? Which type involves maximum time and efforts?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the basic principle of Value Analysis/ Value Engineering? Discuss its applications in industrial buying.
- b) Discuss different stages of Vendor selection process for selection of a vendor for office maintenance services.
- c) Mention various functions of B-2-B advertising and communications.