Subject	Psychology and Consumer Behaviour		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	27.09.2017

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

Q1) 20 Marks (Compulsory) Read the following case and answer all the questions below:

Can Apple i-Phone X launch reinforce consumer loyalty?

Apple has launched two new smartphones, the iPhone 8 and iPhone 8 Plus, at a major event in California, which also saw the release of the premium iPhone X handset.The iPhone 8 and 8 Plus are upgrades to Apple's current iPhone 7 and 7 Plus range, updating some of the main features found on Apple's current products.Initially, it was thought that the iPhone 8 would be Apple's main new phone - however it instead released three smartphones as part of the 10th anniversary of the original iPhone.

Coupled with iOS 11 innovations, it will reinforce consumers' and brands' loyalty to the Apple ecosystem as well as illustrate the evolving role of smartphones in an increasingly connected world. Apple will lead innovation in the Augmented Reality space but needs to accelerate with Artificial Intelligence.

With its new iPhone X flagship device, Apple aims to set it apart from competition in the premium smartphone market – a segment that only target affluent consumers. In China, the largest smartphone market worldwide market, the brand new design of Apple's latest device will position it more a status device, targeting a niche but significantly growing percentage of the population with a strong purchasing power. Installment purchase plans are emerging in some countries making the device more affordable but Apple does not obviously target the masses with such a price point.

Fierce competitors like Samsung or Huawei have already launched some technology features embedded into the new iPhone X. However, Apple's competitive advantage lies in its integrated hardware/software approach and in the power of its developer and brand partner ecosystem. I think Apple is best placed to combine these emerging technologies and translate them into differentiated experiences solving customers' daily problems.

a) In light of above information, comment on "technology" as a factor affecting consumer behavior today?
b) How does Apple i-Phone X launch fits into process of Diffusion of innovation and consumer adoption process? Explain.
c) Describe STPD for the current launch of products by Apple.
d) In case of i-phone 8, 8+ and X, discuss the factors influencing the buyer behavior?

Attempt Any FOUR from the Remaining SIX Questions

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

a) What are consumer ethics? Discuss the factors responsible for growing importance of consumer ethics.
b) How does consumer perception work? Explain the process for FMCG product.
c) What are implications of consumer motivation for marketers?

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

   a) What is Neuro-marketing? Describe its applications in consumer studies.
   b) What are different components of consumer attitude, how can they be modified by marketers?
   c) What is role of memory and learning in buyer decision making? As a marketer, how will you exploit it?

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

   a) Describe different factors which increase the level of pre-purchase search.
   b) What are the different types of non-compensatory consumer decision making rules? Explain.
   c) Elaborate the trait theory of personality and its implications for marketers.

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

   a) Describe different factors of cultural influence on consumer behavior.
   b) What do you understand by post purchase cognitive dissonance? Describe this phenomenon in case of purchasing a laptop.
   c) What are different social and group influences on consumer behavior? What are its implications for apparel industry?

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

   a) What are different levels of consumer decision making? Give examples.
   b) Describe detailed consumer decision-making process with all stages for buying any electronic product.
   c) Explain the concept of diffusion of innovations through example mobile phone industry.

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

   a) Differentiate between Qualitative and Quantitative consumer research.
   b) Describe the stages in Product adoption process; explain this for a product category of your choice.
   c) What is a product adoption curve? Describe different categories of consumers within.

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