

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2022-24)**  
**Third Semester Regular Examination January - February 2024**

<b>Course Name:</b>	Consumer Behaviour	<b>Course Code</b>	M-306
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>
<b>Total No. of Questions</b>	6	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	3	<b>Date</b>	02.02.2024

**Course Outcome Statements:**

**CO1: Recall the basic terminologies of Consumer Behaviour**

**CO2: Illustrate Conditioning techniques and understand cultural influence on buying behaviour**

**CO3: Apply Personality traits, Perception of consumer and Post purchase evaluation**

**CO4: Analyse Impact of Reference Groups and Segmentation techniques in detail**

**CO5: Evaluate Industrial Selling techniques and Cognation experience of the customer post purchase**

<b>Instructions: -</b>		<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q. No 1 (All Questions are Compulsory)</b>				
<b>Q. No.</b>	<b>Questions</b>			
<b>Q. 1</b>	Case study			
	<p><b>Reimagining the movie theatre experience for the post-Covid world</b></p> <p>The pandemic dealt a body blow to the lucrative film industry as shoots came to a halt and theatres shut down after lockdowns were announced in March-end. Revenues were zero and though operations resumed in October, the response in some of the biggest markets, including Mumbai, was slow.</p> <p>As a consequence, a number of single screen theatres shut down and no new screens were added during FY21. Over-the-top platforms have emerged as a strong alternative with quality content at reasonable rates. What's worse was that in-cinema advertising, which was ₹10.6 billion in FY20 dropped to ₹3.7 billion in FY21, according to a KPMG report on the media and entertainment sector. Therefore, ticket sales and food and beverages were expected to bring in a bulk of the revenue for theatre owners, at least initially. And cinema operators were doing everything they could to survive in those challenging times.</p> <p><b>Private Screenings</b></p> <p>To assuage fears and draw in more people, cinema operators—both large and small— also introduced private screenings. “Within our own space, we kind of reimagined certain new products, and one of them was exclusive private screenings,” says Gautam Dutta, CEO of PVR Cinemas.</p>			

	<p>One of the reasons for the great response was the pricing, which started at ₹1,999 per screening. The bookings were needed to be made at least a week in advance. “Once there is more content available and new films start releasing, private screenings as a service will continue to be a part of PVR’s portfolio”, was the CEO’s expectation.</p> <p>Cinema owners were adhering to all SOP’s, including safety and hygiene precautions in place.</p> <p>The content, too, was made personalised—from screening alternate or non-cinematic material to live sporting events and other live events like stand-up comedy—inside the auditorium.</p> <p><b>Drive-In Shows</b></p> <p>Like PVR and Inox, Carnival Cinemas also introduced private screenings. In fact, they went a step further with drive-in theatres where people could park their vehicles in an open outdoor area with a large movie screen and watch a movie there. The concept of drive-in theatres had almost died down, until recently.</p> <p>With traditional cinemas, the major cost is electricity, air conditioning and sound. With drive-ins, there was a possibility to lower these costs and fewer staff members could be hired.</p> <p>After all, as they say, the show must go on</p>				
	<b>a.</b>	Q1. Analyse and explain on which Purchase Motives did the cinema theatre owners decide to place their strategy to motivate consumers to come to theatres and generate footfall?	6	Level 4	CO4
	<b>b.</b>	Evaluate – a. How did the cinema owners manage to change customer beliefs when they introduced Private screenings and Drive in shows to activate the habit of cinema going? b. Which attributes of Attitude Models were knowingly or unknowingly touched by the cinema owners while attracting footfall?	6	Level 5	CO5
<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	Classify with examples the categorisation techniques of handling Inventories, handling Material and storage of Finished Goods done in Organisational Buying Process?	6	Level 5	CO5
	<b>b.</b>	Infer how a travel company venturing into a new venture of Bag-packing tours for individuals will use the concept of Experiential Marketing?	6	Level 5	CO5

<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	Robot Vacuum Cleaner has become a common household product in Indian market, examine and state the Diffusion of Innovation Process along with adopter categories on the basis of Indian family structures.	6	Level 4	CO4
	<b>b.</b>	Infer how understanding of VALS is important to study Psychographic Segmentation in a better way?	6	Level 4	CO4
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	If in future 'Zudio' plans to enter into segment to sell high end clothing, develop what scope of study should be done by the Brand Manager to understand the influence of Social Class on purchase behaviour?	6	Level 3	CO3
	<b>b.</b>	Indian Railways have traditionally been linked with very poor service in terms of facilities available, but off late they have come up with improved changes to their offerings. Identify how did they manage to break the dogma about their self-image?	6	Level 3	CO3
	<b>c.</b>	Identify with examples, the product disposition techniques to understand post purchase decisions.	6	Level 3	CO3
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	Explain your understanding of Operant Conditioning (OC) and its practical use? List out how websites use OC to attract customers?	6	Level 2	CO2
	<b>b.</b>	Compare any two: 1. Rational v/s Emotional Motives 2. Conscious v/s Dormant Motives 3. Product v/s Patronage Motives	6	Level 2	CO2
	<b>c.</b>	With the advent of programs like Chat GPT which refer majorly to western content and illustrations, explain the influence of Culture and Sub Culture on Indian consumer (especially student) of the offering?	6	Level 2	CO2
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	What are the factors that influence purchase decisions and throw some light on the types of buying decisions?	6	Level 1	CO1
	<b>b.</b>	Recall the Engel Kollat and Blackwell Model.	6	Level 1	CO1
	<b>c.</b>	Show and describe your understanding regarding both the types of thresholds.	6	Level 1	CO1