

MKT-9

11/10/08

Consumer Buying Behavior  
(Marketing) 2010/08

# CBB 03

Time : 2 hours

Maximum Marks : 30

*Note : All questions are compulsory*

*Illustrations, examples supporting your answers will carry additional weightage*

## SECTION A

1. You are the product manager of a new line of Cars having light but high strength carbon fiber body and using CNG as its primary fuel. The car is been launched by a MNC which is well established in the FMCG sector but this is its first foray into manufacturing cars. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?

2. Do different personality types affect a consumer's behaviour? Does it affect what they buy, where they buy or even when they buy?

3. Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services?

- (a) Cafe coffee day products & services
- (b) Home Furniture
- (c) Life Insurance

Justify your answer.