

MMS-III (Marketing)

03/11/2009



CBB 03

Consumer Buying Behaviour

Roll No: _____

Duration : 2 hours

Maximum Marks : 30

Note : All questions are compulsory

Illustrations, examples supporting your answers will carry additional weightage

1. In these days of globalization do you feel there is an emphasis on understanding cross-cultural consumer behaviour? Does a marketer modify his products and offerings based on the market he targets or a 'one size fit all' approach is suitable for all his customers? Justify your answer **(10M)**

2. You are hired as a marketing consultant by an Indian fruit juice manufacturer 'Manju Foods Ltd' which has been a exporter of all types of fruit juices for the past 25 years. The company wants to market its own products and enter the Indian market with its own brand. For a product such as fruit juice what are the parameters that leads to the consumer buying process. What would be your pricing and promotional strategies? With the help of perceptual mapping explain about the positioning of your product. **(10M)**

3. Give short notes on: (Any 2) **(10M)**

- i) Howard-Sheth model
- ii) Brand Personality
- iii) Value and Life Style Classification