

Basavarajeswari Group of Institutions
BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Third Semester MBA Degree Examinations, March/April 2024
BEHAVIOURAL MARKETING

Duration: 3 hrs

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Question No. 1 to 7.
 2. Question No. 8 is compulsory
 3. Missing data, if any, may be suitably assumed

<u>O. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define consumer behaviour.	03	(2:1:2)
	b. Discuss the benefits of consumerism	07	(2:2:2)
	c. Explain about consumer movement in India	10	(3:2:2)
2.	a. Write the difference between consumer and customer	03	(2:1:2)
	b. Discuss the various characteristics of Indian consumers.	07	(2:2:2)
	c. Explain the rights and responsibilities of consumers in India.	10	(3:2:2)
3.	a. Write the different models of consumer behaviour	03	(2:2:2)
	b. Discuss about the buyer decision process.	07	(3:1:2)
	c. Explain the factors influencing consumer behaviour	10	(3:2:2)
4.	a. What are the levels of consumer decision making?	03	(2:2:2)
	b. Discuss about the elements of perception and its implications.	07	(3:4:2)
	c. Discuss about the various types of reference groups and its importance.	10	(4:4:2)
5.	a. What is meant by diffusion of innovation?	03	(2:1:2)
	b. Elaborate about the level of consumer decision making with suitable example.	07	(4:3:2)
	c. Discuss about the role of culture and subculture in behavioural marketing.	10	(4:3:2)
6.	a. What is market mavens?	03	(2:1:2)
	b. Discuss the types of CRM.	07	(3:5:2)
	c. Explain the strategies for building relationship management.	10	(4:5:2)
7.	a. Write about consumer learning.	03	(2:2:2)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO- Programme Outcome)

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| b. Summarize the consumer adoption process. | 07 | (4:5:2) |
| c. Explain the strategy designed to stimulate buzz. | 10 | (5:5:2) |

8.

Case Study

Cadbury India's advertising strategy in positioning Dairy Milk as a compelling alternative to traditional Indian sweets as dessert. Supporters of this strategy claimed that as a market leader, Cadbury India was rightly trying to increase the overall chocolate consumption in India which would go a long way in driving the sales of Dairy Milk. Skeptics of this strategy pointed out that the positioning strategy would only go so far, and that the real boost to sales would come only from successfully coming out with new variants of the Dairy Milk product. In March 2011, Cadbury India Ltd., the leader in the Indian chocolate market, came out with a new advertisement campaign, 'Khane ke baad, meethe mein kuch meetha ho jaye' (After a meal, let's have something sweet), for its main brand Dairy Milk. These advertisements received appreciation from different quarters for their fresh insights into the Indian way of life and for putting forth convincing propositions to customers to induce them to consume Dairy Milk on a daily basis. However, industry observers were of the view that these advertisements might not bring about a dramatic increase in the sales of Dairy Milk in the absence of successful new product development. Cadbury India was the erstwhile Indian subsidiary of Cadbury Plc. Cadbury Plc., headquartered in Uxbridge, London Borough of Hillingdon, England, was the second largest confectionery maker in the world. It had a sales turnover of US\$8.3 billion in 2009. A significant chunk of Cadbury Plc.'s business was generated from the emerging markets. Euromonitor International, a research firm based out of London, had reported that Cadbury Plc. derived 38% of its sales revenue from the developing markets. Its Indian subsidiary, Cadbury India, was a confectionery giant in India.

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| a. Do you agree with the positioning strategy of Cadbury? | 10 | (4:5:5) |
| b. What strategies should Cadbury implement to enhance the market share? | 10 | (4:5:5) |

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