USN | | | | | | | | | | Course Code | 2 | 1 | M | B | A | M | M | 3 | 0 | 1

Third Semester MBA Degree Examinations, May/June 2023
BEHAVIOUR 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

Q. No		*Question*	*Marks*	*(RBTL:CO:PO)*
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 levels of Consumer decision making?	**03**	(2:1:2)
	b.	Discuss about Buyer decision process?	**07**	(3:3:2)
	c.	Explain the factors influencing Consumer behaviour?	**10**	(4:3:2)
3.	**a.**	Write about the Tricomponent model of attitude.?	**03**	(2:1:3)
	b.	Discuss the different advertising appeals.	**07**	(3:2:3)
	c.	Discuss the factors influencing perception?	**10**	(3:2:3)
4.	**a.**	Define a Reference group?	**03**	(2:2:4)
	b.	Elaborate the cross-cultural marketing problems in India.?	**07**	(3:3:4)
	c.	Discuss about the five class categories in India and the strategies to target them?	**10**	(3:3:4)
5.	**a.**	Who are Market Mavens?	**03**	(2:2 :5)
	b.	Explain the CRM strategies for building relationship marketing?	**07**	(3:2:5)
	c.	Summarize the Consumer adoption process?	**10**	(3:3:5)
6.	**a.**	Define Motivation?	**03**	(2:2:2)
	b.	Discuss about the various types of Reference groups and its importance	**07**	(3:3:3)
	c.	Discuss about the role of Customs and tradition in Behavioural Marketing	**10**	(3:2 :2)
7.	**a.**	Write about the changes of features of modern family	**03**	(2:2:2)
	b.	Estimate the Consumer Post purchase Process	**07**	(4:2 :2)
	c.	Discuss about Perceptual distortions?	**10**	(3:3 :2)

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

8.   **<u>Case study</u>**

There are ways to better tap into what customers perceive as valuable built into certain marketing channels. Email marketing is a great example. Marketers can build off information they have on the customer to send more relevant emails with information and products the customer is more likely to value.

"Very early in my marketing career I was taught, 'You are not the target audience' and told to try to see things from my customer's perspective. Empathizing with customers is a good start towards seeing products from the customers' perspective, but marketers really need to focus on quantifiable actions that can help identify customers' needs. That means continuous testing across messaging, price points, packaging, and every other aspect There are ways to better tap into what customers perceive as valuable built into certain marketing channels. Email marketing is a great example. Marketers can build off information they have on the customer to send more relevant emails with information and products the customer is more likely to value.

"Very early in my marketing career I was taught, 'You are not the target audience' and told to try to see things from my customer's perspective. Empathizing with customers is a good start towards seeing products from the customers' perspective, but marketers really need to focus on quantifiable actions that can help identify customers' needs. That means continuous testing across messaging, price points, packaging, and every other aspect of a product. This is where personalization can really shine. Every time a marketer personalizes a message, it brings them closer to their customer and closes that gap," said Gretchen Scheiman, VP of Marketing, Sailthru.

For example, 80% of the email messages RevZilla sent were generic. But the website sells motorcycle parts and gear to a wide range of riders, each with their own preference in brand and riding style. The online motorcycle gear retailer partnered with Sailthru to better connect with customer motivations. The team started by upgrading the welcome series for new customers by personalizing the email messages based on the customers' purchases and preferences.

The company has tested and added many new triggers to the site, and now has 177 different automation journeys that include triggers for browse and cart abandonment as well as automations for different product preferences, riding styles and manufacturer preferences.

The conversion rate from personalized email is double what RevZilla was getting for generic batch-and-blast sends. Automated experiences now account for 40% of email revenue. Triggered revenue is up 22% year-over-year and site traffic from triggers has increased 128% year-over-year.

"Customizing the buyer journey isn't about one long flow, but about lots of little trigger points and tests along the way. For any marketer that is intimidated about getting started with personalization, it's important to realize that it's more like a lot of small building blocks that create a whole experience. We started with a custom welcome series using testing and built from there. We're still adding new tests and new trigger points, but it's with the same concept that we started with," said Andrew Lim, Director of Retention Marketing, RevZilla.

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a.	Comprehend the situation give your perception about the prevailing situation	**10**	(3 :3 :4)
b.	The conversation rate from personalised emails is doubled. Do you think this is the right strategy used?	**10**	(3 :3:5)

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