

AR17

SUBJECT CODE: 17MBA3005

SET-1

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**II MBA III Semester Regular Examinations, NOVEMBER, 2018
CONSUMER BEHAVIOUR & CUSTOMER RELATIONSHIP MANAGEMENT**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. a) Classify and explain various consumer behaviour patterns based on consumer involvement. 6M
b) Discuss interpersonal and non-personal influences on consumer behaviour. 6M
2. a) Explain consumer decision making process in detail. 6M
b) Elaborate the concept of post-purchase behaviour and building perceptions. 6M
3. a) Explain any one learning theory w.r.t. consumer learning to design marketing strategy. 6M
b) What do you mean by self-image? Explain its implications in consumer behaviour? 6M
4. a) What is family life cycle? Discuss various stages of family life cycle. 6M
b) Explain the impact of culture on consumer behaviour. 6M
5. a) Design a CRM programme for a FMCG retail outlet. 6M
b) Define relationship marketing. Explain its evolution in marketing domain. 6M
6. a) Explain various eCRM practices in contemporary marketing management. 6M
b) Discuss about various leading CRM softwares available in market. 6M

7. What is market segmentation? How segmentation influence consumer buying behavior? Explain. [12M]
8. CASE STUDY: [12M]

Hindustan Levers Limited (HLL) is the market leader in India in fairness creams market with its very popular fair and lovely product. Though it is positioned as a product for females, it is also enjoyed a fairly good market among males segment. Cavencare's 'fair ever' could give a tough competition for the product. When HLL is seriously fighting with Cavencare in the market to retain its share, a new product called Fair and Handsome entered in the market, introduced by Emami, targeting exclusive male segment Fair and Handsome could build a niche among males segment and emerged as competitor for both the brands taking away the male users to its fold from the two companies. HLL sensed the danger and quick enough to introduce a new exclusive fairness cream for males and named it as 'MENZ Active' The management of HLL is not very happy with the positioning of their product and wanted your support in doing so.

Questions for Discussion:

[1] Determine factors influencing consumer behaviour of Fairness Cream Products.

[2] Suggest a brand positioning strategy for HLL for its product 'MENZ ACTIVE'.

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Q. No. 7 What is market segmentation? How segmentation influence consumer buying behavior? Explain.

Q. No. 8 Case Study

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