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CODE: 17MBA3005

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

II MBA III Semester Regular & Supplementary Examinations, November-2019

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

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| 1 | Define consumer behaviour. Explain consumer buying process. | 12M |
| 2 | Discuss the concepts of information processing and consumer involvement in consumer behaviour. | 12M |
| 3 | a) Through a light on exclusively on problem recognition and information search phases of consumer decision making process. | 6M |
| | b) How do the consumers evaluate the alternatives in purchase decision process? | 6M |
| 4 | a) Explain any one personality theory w.r.t. consumer learning to design marketing strategy. | 6M |
| | b) What do you mean by consumer attitude? Explain its implications in consumer behaviour? | 6M |
| 5 | a) What are the different roles played by household members in the consumer decision making process? | 6M |
| | b) Explain the concept of social class and social power in consumer behaviour. | 6M |
| 6 | a) Design a CRM programme for a consumer electronics retail outlet. | 6M |
| | b) Explain the concept of CRM comprehension and implementation. | 6M |
| 7 | a) Explain various technology dimensions in CRM. | 6M |
| | b) Discuss about various eCRM tools used by online retailers like flipkart, amazon, snapdeal etc. | 6M |

The marketer has to learn about the needs and changing of the consumer behaviour and practice the Marketing Concept. Levi Strauss & Co. were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behaviour showed their greatest market of the baby boomers had outgrown and their NEEDs had changed. They therefore came out with Khaki or dockers to different segments and comfortable action stocks for the consumers in the 50 age group. Thus by separating the market and targeting various groups and fulfilling their needs, they not only made up for the lost sales but far exceeded the previous sales. They also targeted the women consumers for jeans and both men and women started wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example Maruti Udyog Ltd has come out with many models. Maruti 800, Maruti Van, Zen, Alto, Wagon R, Versa, Gypsy, Esteem, Baleno and other models.

Questions for discussion:

1. Imagine and try to find consumer needs of various segments of Levi Strauss & Co.
2. Position Products (new & existing) to these segments.
3. Develop promotion strategies for these segments.