

(DEMB A4)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2015

First and Second Years

GROUP A- MARKETING

Paper - IV : Consumer Behaviour and Marketing Research

Time : 3 Hours

Maximum Marks: 75

SECTION - A

(3×5 =15)

Answer any Three of the following

- 1) a) Ultimate consumer.
b) Reference group.
c) Consumer loyalty.
d) Schedule.
e) Rating scale.
f) Altitude.

SECTION - B

(3×15 =45)

Answer any Three questions

- 2) Describe the steps involved in marketing research.
3) In what way does staple scale differ from semantic scale.
4) Why is it necessary to study consumer behaviour?
5) Explain the determinants of consumer behaviour.
6) Critically examine Schiffman and Kanuk's model of consumer decision making model.
7) State the buying motives of ultimate consumers.

SECTION - C

(15)

(Compulsory)

- 8) Ultra high temperature (UHT) treated pasteurised milk is being sold in tetrapacks and these packs have a shelf life of around three months without refrigeration. The Tetra Brik Aseptic (TBA) with 4.5 per cent fat content costs around Rs. 20-24 per litre. Tetra Fino Aseptic (TFA) packs which could preserve milk for 45 days cost about 40% lower than TBA packs. TFA is used by Vijaya and the price per litre is Rs. 19. In spite of the advantage of these kinds of tetrapacks, consumer receptivity towards the product is low.

Consumers in India have been used to boil milk for generations and may not appreciate the fact that pasteurised milk need not be boiled (even the pouches which are pasteurised and refrigerated). Secondly, there is also the taste factor associated with boiling. Tetrapacked milk was introduced as early as 1980 by the manufacturers of Amul (GCMMF) but the product did not catch up. But changing lifestyles and power cuts (required for refrigeration) may encourage consumers to try this product under the present day context. Tetra Pak India is attempting to create an awareness about the benefits of tetrapacked milk. The annual production of milk is around 72 billion litres per annum and out of this only about 12% is packaged.

Questions:

- i) How would you use consumer behavior principles to formulate a communication plan for tetrapacked milk?; and
- ii) Suggest a suitable strategy for marketing the product.

