Printed Pages : 3

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : **270377**

Roll No. [   ]

M. B. A.

(SEM. III) (ODD SEM.) THEORY EXAMINATION, 2014-15

CONSUMER BEHAVIOUR AND CUSTOMER LOYALTY

Time : **3 Hours**]   [Total Marks : **100**

Note :   Attempt All Questions.

1   Attempt any four parts of the following :   5×4=20

a)   What do you understand by consumer behaviour? What are the reasons for studying consumer behaviour?

b)   Explain the Howard-Sheth model of consumer behaviour and also state its pros and cons.

c)   Develop a decision making matrix for purchase of paint by a middle class urban consumer.

d)   Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals? Explain.

e)   Discuss the emerging trends in Indian market with special reference to changing consumer behavior. Explain the application of understanding consumer behavior in marketing decisions.

f)   A marketer in the cosmetics industry once remarked: "In the factory, we make cosmetics; in the drug store we sell hope" how does this relate to the marketing concept and the need of the marketers to understand consumer behavior?

2   Attempt any two parts of the following :   10×2=20
a)   "A dissatisfied customer is an unpaid salesman of your competitor." Explain the statement giving importance of consumer behaviour in present marketing scenario. (
b)   Explain any one approach to study consumer lifestyle. Discuss the applications to which a marketer's understanding of lifestyle analysis can be put in marketing decisions, explain by using examples.
c)   Describe the influence of culture on consumer behaviour and evaluate the core value of Indians.

3   Attempt any two parts of the following :   10×2=20
a)   What is loyalty? Explain the meaning of loyalty? Does loyalty vary from relationship to relationship? If yes, why?
b)   Discuss Rai-Srivastava model of customer loyalty formation.
c)   Taking any apparel brand as an example describe the drivers of Customer Loyalty.   (

4   Attempt any two parts of the following :   10×2=20
a)   With suitable reasoning explain the initiatives taken by online shopping portal flipkart.com to attain customer loyalty.
b)   How Customer Engagement can be said as mode for loyalty ? Explain with examples.

c)   For a store like Big Bazaar discuss the significance of Customer Loyalty.

5   Attempt any two parts of the following :   10×2=20
a)   Discuss different models used for measuring customer loyalty.
b)   Define the Customer Loyalty initiatives by private and public sector banks of India
c)   Can we use same parameters for evaluating customer loyalty in retail and aviation industry. Give reasons to support your answer.