

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) July - August 2021

MBA[Semester II]

Paper Name: CONSUMER BEHAVIOUR

MM: 75

Paper Code: MBA-CG-202

Time: 03 Hours

Email Id of the Examiner: mdshahnawazabdin@gmail.com

Email Id of the Assistant Superintendent of Exams: mba2july2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: "What marketers know about consumers is comparable to the tip of an iceberg." Do you agree? Elucidate citing contemporary examples of product launches, success and failure.

One toothpaste protects all these areas dentists check most:

Ordinary Toothpaste	Crest Pro-Health
✓ FIGHTS CAVITIES	✓ FIGHTS CAVITIES
✓ FIGHTS TARTAR	✓ FIGHTS TARTAR
✓ WHITENS	✓ WHITENS
✓ FRESHENS BREATH	✓ FRESHENS BREATH
☐ FIGHTS SENSITIVITY	✓ FIGHTS SENSITIVITY
☐ FIGHTS GINGIVITIS	✓ FIGHTS GINGIVITIS
☐ FIGHTS PLAQUE	✓ FIGHTS PLAQUE



Introducing Crest Pro-Health. The toothpaste that addresses all these areas dentists check most and has received the ADA seal for cavities, gingivitis, sensitivity, plaque, and whitening. It also prevents tartar buildup and freshens breath. So if you want to check all these boxes, you know which box to look for.

ADA

Crest Healthy, Beautiful Smiles for Life.

Q2:

How has this advertisement made an effort to apply consumer motivation to market its product? Explain. Can an effort be made here to link consumer motivation with proper consumer segmentation?



Q3:

Use this image to create a suitable consumer personality connect with your product as a marketer of colour printers.



Q4:

Discuss about the elements of consumer perception that these brands and their corresponding logos / symbols have tried to apply for putting across their message to target consumers.



Q5:

Apply your knowledge of consumer learning to adapt this incomplete stimulus to market your brand of soft drinks (regular / diet). Which factors / concepts of consumer learning will you pay more heed to? Elucidate.
