

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN

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Course Code

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Third Semester MBA Degree Examinations, April 2023

BEHAVIOURAL MARKETING

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

| <u>Q. No</u> | <u>Question</u> | <u>Marks</u> | <u>(RBTL:CO:PO)</u> |
|--------------|--|--------------|---------------------|
| 1. | a. List the difference between consumer and customer. | 03 | (2 : 1 : 2) |
| | b. Describe the various characteristics of Indian consumers. | 07 | (2 : 2 : 2) |
| | c. Explain the rights and responsibilities of consumers in India. | 10 | (4 : 2 : 3) |
| 2. | a. Predict the elements of psychological factors of consumers. | 03 | (2 : 1 : 2) |
| | b. Interpret about buyer decision process. | 07 | (3 : 3 : 2) |
| | c. Explain the factors influencing consumer behaviour. | 10 | (4 : 3 : 3) |
| 3. | a. Describe about the Tricomponent model of attitude. | 03 | (2 : 1 : 3) |
| | b. Discuss the different advertising appeals. | 07 | (3 : 2 : 3) |
| | c. Explain the factors influencing perception. | 10 | (4 : 3 : 4) |
| 4. | a. Outline the different models of consumer behaviour. | 03 | (2 : 2 : 2) |
| | b. Examine the different levels of consumer decision making. | 07 | (3 : 3 : 4) |
| | c. Analyze the five class categories in India and the strategies to target them. | 10 | (3 : 3 : 4) |
| 5. | a. What is brand personality? | 03 | (2 : 2 : 5) |
| | b. Illustrate the CRM strategies for building relationship marketing. | 07 | (3 : 2 : 5) |
| | c. Analyze the consumer adoption process. | 10 | (4 : 3 : 5) |
| 6. | a. What is consumer learning? | 03 | (2 : 2 : 2) |
| | b. Classify about the various types of reference groups and its importance. | 07 | (3 : 3 : 2) |
| | c. Explain about the role of cultural and subculture in behavioural marketing. | 10 | (4 : 2 : 2) |
| 7. | a. What do you mean by consumer ethnocentric? | 03 | (2 : 2 : 2) |
| | b. Illustrate the consumer post purchase Process. | 07 | (3 : 2 : 2) |
| | c. Identify the dynamics of opinion leader in behavioural marketing. | 10 | (4 : 2 : 2) |

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO- Programme Outcome)

Case Study

Netflix's chief content officer, the company has responded to customer preferences for local content: Currently it's producing original content in 17 different markets. Importantly, Netflix sees such content production as not just local-for-local, but also local-for-global. In other words, it aims to have content attract an audience not only locally, where it is produced, but also more widely. As such, Netflix potentially reaps the benefits of investing in local content all around the world. "Netflix's Pricing Strategies to Arrest Falling Subscriber Numbers" talks about the various new pricing strategies that leading global streaming giant Netflix, Inc. was contemplating introducing to arrest the rising number of service cancellations among its subscribers. The case explores how Netflix had always been abreast of the ever-changing customer preferences in the home entertainment space and had changed its business model accordingly to serve customers, thereby emerging a winner each time. In the late 2010s, Netflix was faced with a new set of challenges. It was experiencing a fall in subscriber numbers and, consequently revenues, due to a gamut of reasons. Besides, its investment costs were also high due to the focus on content creation that it had undertaken to retain customers. Netflix was considering introducing a host of new pricing strategies – to earn revenues, retain customers, and compete effectively – thereby bringing in a change in its business model again. So, will Netflix again successfully change its business model to emerge a winner?

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| a. | Examine the various pricing strategies and their business effectiveness. | 10 | (4 :4 : 3) |
| b. | Identify the impact of new pricing strategies. | 10 | (4 :4 : 4) |

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