

Time : 3 Hours]

[Total Marks : 70

[Min. Passing Marks : 28

The question paper is divided in two sections. There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application base 1 question which is compulsory. All questions are carrying equal marks.

Use of following supporting material is permitted during examination.
 (Mentioned in form No. 205)

1. _____ Nil _____

2. _____ Nil _____

SECTION - A

- 1 "The concept of differential threshold or just noticeable difference influences how consumers perceive a particular marketing stimulus. Marketers appreciate the significance of this concept and have been using it to make their marketing mix decisions." In the light of the above explain :
 - (a) Weber's law in its influence on marketing mix decisions with special reference to FMCG products, citing suitable examples.
 - (b) Perception and its marketing implications.
- 2 Define sampling. Explain various methods used in selecting a sample from the population. Give their merits and demerits.
- 3 (a) Why are consumer's needs and goals constantly changing ? What factors influence the formation of new goals ?
 (b) You are owner of two furniture stores, one catering to upper middle class consumers and the other to lower class consumers. How do social class differences influence each stores'.
 (i) product lines and styles (ii) advertising media selection
 (iii) the copy and communication style used in the advertisement.

7+7

14

8+6



- 4 Write short notes on any two of the following :
- (a) Consumer attitudes, its characteristics and functions.
 - (b) Family influence on buyer behaviour.
 - (c) Classical conditioning and instrumental conditioning learning theories.

7+7

- 5
- (a) Explain consumer decision making process with the help of a model.
 - (b) The Gillette company which produces the highly successful sensor shaving blades, has introduced a clear gel antiperspirant and deodorant for men. Identify the perceived risks associated with the purchase of this new product and outline a strategy designed to reduce these perceived risks.

8+6

- 6
- (a) What do you understand by research design ? Explain different types of research designs with the help of examples.
 - (b) What is meant by scale of measurement ? Explain the relative suitability of various types of scales in business research.

8+6

SECTION - B

- 7 You are the marketing and advertising manager of ABC stores systems with five competitors, Philips, Videocon, BPL, AIWA and Sony. Your market share is 3 percent. You have been asked to increase it to 5 percent in one year. Discuss the following questions about market and its behaviour :
- (a) What culture, social, personal and psychological factors influence the buyer's most ? What sort of research should be undertaken to know the buyer's attitude and behaviour ? Give justification.
 - (b) What factors should ABC focus in their marketing plan ?
 - (c) What kind of marketing activities ABC should plan to coincide with each stage of consumer buying process ?
- Plan your target market in Delhi, and look at the marketing mix factors for giving your recommendations in MD, ABC stereo system.

14

