



(viii)	The process of learning one's own culture is known as _____, while _____ is the process of learning the culture of others. a) Enculturation, Acculturation                      b) Acculturation, Enculturation c) Ethnocentrism, Xenocentrism                      d) Xenocentrism, Ethnocentrism	2	CO1
(ix)	Which of the following consumer buying behaviour requires the least effort? a) Complex      b) Dissonance-reducing      c) Variety-seeking      d) Habitual	2	CO1
(x)	Customer satisfaction refers to: a) Meeting or exceeding customer expectations b) Providing products at the lowest possible price c) Achieving high sales volumes d) Offering discounts and promotions	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q2	Using any Indian TV advertisement, analyze how is the concept of 'environmental sustainability' being applied by marketer to develop marketing strategy.	5	CO2
Q3	"Understanding consumer behaviour is the prerequisite for framing effective marketing strategies." Explain.	5	CO2
Q4	Based on your own experience and observations, what are the changes the pandemic has brought in Indian consumers' behavior?	5	CO2
Q5	"Technology such as automation, artificial intelligence, and machine learning has changed the rule of the game in consumer behaviour". Justify with suitable examples.	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q6	"Attitude is not just a reflection of consumer preferences; it is a powerful force that shapes perceptions, influences behaviors, and ultimately determines the success or failure of brands in the marketplace." Comment. With relevant arguments, suggest some attitude changing strategies for the following brands/organizations: a) Byju's                      b) BSNL                      c) Khadi Clothes	10	CO3
Q7	"In the light of the globalization of the Indian economy and market, the relevance of understanding the consumer from a global perspective is significant." Comment and provide examples of successful global companies that have adapted their products and marketing strategies to the Indian market while also respecting cultural differences.  <b>OR</b>	10	CO3

	<p>a) Discussed any example of successful brand repositioning efforts that effectively changed consumer perceptions and revitalized brand image in the marketplace.</p> <p>b) How does understanding consumer personality traits contribute to effective branding strategies? Give examples of brands that aligned their personality with target consumer segments.</p>		
Q8	<p>Analyze the impact of changing family structures, such as nuclear families, dual-income households, and single-parent families, on consumer behavior in India. How do these changes affect consumption patterns, brand preferences, and buying habits? Explain with the help of suitable examples.</p>	10	CO3
<p><b>SECTION-D</b> <b>2Qx15M= 30 Marks</b></p>			
Q9	<p>You are a Digital Brand Manager for a startup that offers a range of fashion products. You would like the approval of senior management for investment in Instagram advertising instead of traditional advertising to target Gen Z consumers. You have fifteen minutes to present your argument to the board. What would be the essence of your arguments and action plan for Instagram advertising for Gen Z consumers?</p> <p style="text-align: center;"><b>OR</b></p> <p>India's electric vehicle market is currently booming with the government pushing for sustainable transportation and reducing the country's dependence on fossil fuels. The Indian electric vehicle market was valued at USD 1,434.04 billion in 2021, and it is expected to reach USD 15,397.19 billion by 2027, registering a CAGR of 47.09% during the forecast period (2022-2027). One of the leading electric vehicle manufacturers in India, Tata Motors, has reported a significant increase in sales of their electric vehicles over the past year. This increase in sales can be attributed to several factors, including the rising cost of petrol and diesel, government incentives, and growing environmental awareness among consumers. This shift towards eco-friendly transportation is not limited to the urban areas, as the government is also promoting the adoption of electric vehicles in rural areas. Realizing the potential of electric vehicles in the Indian market, major global automobile companies have made their entry plans to the Indian EV market.</p> <p><b>Questions:</b></p> <p>a) What are the main drivers of the growth of electric vehicle market in India?</p>	15	CO4

	<p>b) What are some of the key barriers to consumer adoption of electric vehicles in India, and how can they be addressed?</p> <p>c) How is the infrastructure for electric vehicles evolving in India, and how is it impacting consumer adoption?</p>		
Q10	<p><b>Read the case carefully and answer the questions given at the end.</b></p> <p><b><u>Brand Ambassador: employing real customers to get the word around</u></b></p> <p>People love talking about things that make them happy - including their favorite products and brands. For example, if you really like an airline - they fly with flair and get you there at a reasonable price or you just love your recently acquired Sony camera - it is too good to keep the knowledge of the experience to yourself. In the old days, you would have chatted up these brands with a few friends and family members, but these days technology allows you to spread the word about products and brands experiences to thousands of other consumers.</p> <p>In response, Marketers are now working to harness the newfound communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. These programs employ everyday consumers who are passionate about their products to act as part Public Relations agents and part sales representatives.</p> <p>Marketers select their brand ambassadors very carefully, based on customers' devotion to a brand and the size of their social circles. Once selected, the ambassadors are trained with real brand knowledge to go along with their passion for the brand. The ambassadors then tap into friends, family groups and wider audience through personal conversations, blogs, and online social media.</p> <p>For the ambassador, rewards include product samples, gifts, discounts, and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company information about new products and services about to be launched. Brand ambassador programs leverage the power of peer-to-peer communication. Consumers hear about products and brand experiences from others just like themselves - people they trust - rather than from commercial marketing sources.</p> <p>Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Sony</p>		

<p>selected customer ambassadors who like to travel, take pictures, and use online communications. ‘This is a product with emerging technology, and we really need to let consumers see people using it’ says Sony’s director of digital imaging.</p> <p>Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lessons on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked; handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site. College campuses are traditional fertile ground for ambassadors. Marketing companies identify and manage college student ambassadors for diverse products and services.</p> <p>The brand ambassador approach has its critics. For example, some view the practice as underhanded or deceptive, most firms advise their ambassadors to openly reveal that they are representatives. Others worry that brand ambassadors may be perceived as pressure agents who promote products because they get free stuff - or worse, as annoying interfering people best avoided. The best ambassadors, however, it has been found, are people who are seen as friendly, everyday brand loyalists for love to talk to people about their own experiences.</p> <p><b>Questions:</b></p> <p>a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought products and services? How would your answer change if the product in question was detergent or cooking oil?</p> <p>b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer.</p> <p>c) Comment upon Sony’s strategy of using brand ambassadors to launch its cameras. What can be the possible dangers of using this approach?</p>	<p><b>15</b></p>	<p><b>CO4</b></p>
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