

IMBA & IMRS Sem.-4 (Rep) Examination

IIS-IMBA44

Introduction to Customer Behaviour

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

Instruction:

- 1) The figures on right hand side indicates marks.
- 2) Use of calculators is Allowed.

Q.1 What do you understand by Customer Buying Process. Elaborate in context of Product and Service. [14]

OR

Q.1 A. Differentiate between customer and consumer. [07]
B. Explain Maslow Need Hierarchy in brief. [07]

Q.2 On the Point of view of FMCG market explain the concept of: [14]
[Any One]
A. Positioning.
B. Segmentation

OR

Q.2 A. How social media influences consumer process. [07]
B. According to you how your favorite Packaged food is Positioned in the market. [07]

Q.3 Explain how the buying process of high involvement products such as real estate and automobiles differs from low involvement products such as shampoo or face wash. [14]

OR

Q.3 A. How will you as a marketer segment and target the market for launching your favorite EV vehicle brand? [07]
B. How does the learning process differ between FMCG and Automobile markets? [07]

Q.4 Explain the segmentation, targeting and positioning of any Energy Drink of your choice. [14]

OR

Q.4 A. How are children and parents targeted in any health drink of your choice? [07]
B. How does consumer communication work in case of 'Amul Girl' daily comic strips that we find in new papers? [07]

Q.5 Explain your favorite brand's consumer communication strategy. [14]