

[31008]

M.B.A DEGREE EXAMINATIONS

THIRD SEMESTER

SPECIALIZATION: MARKETING MANAGEMENT

**Paper - VIII: CONSUMER BEHAVIOUR AND CUSTOMER
RELATIONSHIP MANAGEMENT**

(W.E.F. 2016-17 Admitted Batch)

Time : 3 Hours

Maximum Marks : 75

SECTION - A

I. Answer any FIVE questions not exceeding 1 page each: (5×4=20)

- 1) Concept of consumer Behaviour
- 2) Meaning of Perceptive.
- 3) Reference Groups.
- 4) Diffusion of Innovation
- 5) Customer value assessment.
- 6) Cross Cultural variations.
- 7) Organisational Behaviour.
- 8) Concept of customer loyalty.

SECTION - B

II. Answer All the questions not exceeding 4 pages each: (5×8=40)

1. a) What do you understand by consumer behaviour? Give a brief profile of Indian consumer.

(OR)

- b) Outline the various determinants of consumer Behaviour.

2. a) Define 'Motivation'. Critically examine any one of the theories of your choice.

(OR)

- b) Define 'Personality'. Outline the various determinants of Personality.

3. a) What is Life Style Marketing? What are the issues involved in it?

(OR)

- b) Discuss about cultural factors which are influencing consumer behaviour.

4. a) Evaluate the process involved in consumer decision making.

(OR)

- b) Examine the need for the study of post purchase behaviour of Consumers.

5. a) What is meant by CRM? Outline the elements of CRM.

(OR)

- b) Examine the need and importance of CRM in Service sector.

SECTION - C

III. Case Study (Compulsory):

(1×15=15)

L'Oreal

The L'Oreal Group is a global beauty empire with well-known cosmetics brands such as Lancome, L'Oreal and Biotherm. It has a narrow focus on just four categories (hair, skin, make-up and perfume products) and an uncompromising attention to detail on brand management in different cultures.

L'Oreal acquires much of its information on new cosmetic technologies and customers by investing about three percent of revenues on consumer research, compared to the two percent industry average. In more substantial cases, the company simply buys a local company to really get to know the local cosmetics consumer. This was the case with the Japanese Shu Uemura cosmetics firm. Customer knowledge flows back towards marketing through the different, relevant distribution channels within which L'Oreal is positioned. By taking the L'Oreal Professional hairdressers as an example, imagine the knowledge these hairdressers around the world gain about their customers every day. It is difficult to be more "in touch" with the market than they are. In addition, L'Oreal is skilled in sharing local successes in specific countries with its global market.

On the other side, it is no secret that the careers of most L'Orealiens start on the road as sales reps selling the products to drugstores or perfumeries. These experiences and skills are extremely valuable to each employee as they take on new roles within the company.

The results of such an approach have shown double-digit profit growth over the last 19 years. L'Oreal has also been able to use these approaches to take dull, inactive brands to new heights, such as Maybelline and Soft Sheen.

Questions:

1. Why L'Oreal is giving much importance to consumer research?
 2. Explain the strategy behind the success of the L'Oreal?
 3. Discuss the above case with regard to CRM.
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