

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : DECEMBER - 2022**  
**SEMESTER - VI**  
**Sub. : Consumer Behaviour (BBA15-M-613)**

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**Date : 28/12/2022**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

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**Q. 1. Choose the most appropriate option. (05)**

1. \_\_\_\_\_ is the study of how people buy, what they buy, when they buy & why they buy.
 

a) Marketing strategy	b) Need recognition
c) Consumer Behaviour	d) Time Study
2. The one who purchases goods but not for himself, herself consumption, is called as \_\_\_\_\_
 

a) Opinion leader	b) Customer
c) Consumer	d) Strategist
3. \_\_\_\_\_ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
 

a) Consumer behavior	b) Consumer interest
c) Consumer attitude	d) Consumer perception
4. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behavior.
 

a) Brand	b) Product
c) Price	d) Culture
5. \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
 

a) Multilingual needs	b) Cultures
c) Subcultures	d) Product adaptation requirements.

**Q. 2. State True / False (05)**

1. A person has influence on another person's purchasing decision, intentionally or unintentionally.
 

a) True	b) False
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2. There are five emotional reasons when customers buy over the telephone.
 

a) True	b) False
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3. The consumer buying process has four stages.
 

a) True	b) False
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4. Marketers need to use marketing tactics for initiating trial use.
 

a) True	b) False
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5. An advertisement on any page of a newspaper attracts customers.
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three) (15)**

1. Characteristics of Indian consumer behavior
2. Industrial buying
3. Consumer dispute redressal
4. Consumer satisfaction
5. Types of consumer decision

**Q. 4. Answer in detail (Any Two) (20)**

1. Discuss the factors affecting organizational buying behaviour.
2. Define consumerism. Write a detailed note on consumer protection act 1986.
3. Discuss various models of consumer behavior in detail.

**Q. 5. Case study (Any One) (15)**

1. Coca-Cola is a beloved beverage brand enjoying worldwide recognition and profit. Other than its trademark soft drinks, the company also has several sister brands under its name. Over the years, Coca-Cola has developed into a tech-savvy, modern business, thanks to its innovation strategies.

As one of the most recognized corporations in the world, The Coca-Cola Company offers over 500 brands to people in more than 200 countries and employs more than 700,000 people around the world. In addition to its namesake Coca-Cola drinks, just some of the company's leading brands around the world include Dasani waters, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and Zico coconut water. The company has built dozens of mobile apps, ranging from the mixology guide *Coca-Cola Freestyle* for consumers to *Coke Notify Service Request* for retailers to *Dasani Purefill*, an app designed to help college students stay hydrated via self-serve water stations.

The company was founded in 1892 and is headquartered in Atlanta, GA.

All around the world, people consume The Coca-Cola Company's products 1.7 billion times every day — about 19,400 beverages every second. Because many consumer interactions with the company's brand occur in secondary outlets, such as grocery stores and stadiums, it's particularly valuable to have accurate data that sheds light on the myriad marketing challenges and opportunities that come with being such a ubiquitous and multi-faceted brand.

Whether it is optimizing its own apps or partnering with retailers to optimize theirs, Coca-Cola relies on App Annie Intelligence to help it understand the digital landscape via actionable data. Armed with data from App Annie, Coca-Cola can gain an understanding of everything from keyword optimization to color schemes used in screenshots to media buys. App Annie data, Chambers notes, injects science into a variety of marketing strategies. "The use cases of what we use the App Annie dataset for are as diverse as the Coca-Cola customer base," he says.

**Questions :**

- i) Explain the background and relevance of brand Coca-Cola.
- ii) Discuss the innovation strategies that Coca-Cola adopted.
- iii) Summarize the challenges faced by Coca-Cola

2. Zomato, one of India's leading Food Service Aggregators (FSAs), was engaged in a conflict with restaurant partners over its practice of offering high discounts to customers. On August 15, 2019, hundreds of restaurants under the National Restaurant Association of India (NRAI) launched a logout campaign and delisted themselves from platforms of FSAs such as Zomato, EazyDiner, Nearbuy, Magicpin, and Dineout, alleging that the aggregators had distorted the food service sector through aggressive discounting and predatory pricing, which hurt the core value proposition and bottom line of restaurants. Zomato, in particular, came under severe criticism as its premium subscription-based dining out service Zomato Gold (ZG) had 6,500 restaurants partners and a total of 1.1 million subscribers in India as of August 2019. As part of the campaign, around 2,500 restaurants logged out from the ZG service. Zomato's co-founder and CEO Deepinder Goyal (Goyal) urged restaurants to stop the logout campaign in the interest of consumers. He admitted that Zomato had made some mistakes and tweaked the ZG program. However, NRAI refused to accept the modified version of the plan, saying that the corrective measures would not resolve the key issue of deep discounts. Goyal then said he would stand by the changes made. He even expanded the ZG service to food delivery. However, time was fast running out for Goyal as Zomato ran the risk of being overtaken by rivals. He would have to resolve the issue quickly in the best interests of all the stakeholders.

Zomato is a popular Food Service Aggregators in India (FSAs) known for its online delivery and user-friendly interface. Recently, in an attempt to improve business, Zomato introduced some heavy discounts for its client base. The new Zomato Gold was part of this campaign.

Customers who subscribed to Zomato Gold could access free meals, drinks, and discounts in certain restaurants. The company partnered with numerous eateries to execute this plan. However, 15th August 2019, hundreds of restaurants decided to log out of this marketing campaign. This was because the heavy discounts led to a loss of revenue and profits.

Zomato co-founder, Deepinder Goyal tried to appease the partners by launching a new model. This response was soon rejected as the core issue of discounts remained unresolved. The led to an impasse between the two parties, leaving Zomato vulnerable to takeovers.

### **Questions :**

- i) Write a note on the history of Zomato.
- ii) Discuss the issues faced by Zomato.
- iii) Suggest suitable remedy for the above issues.

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