0149366

62227

M.P. Birla Institute of Management LIBRARY

Reg. No. | | | | | | | | |

III Semester M.B.A. (Day / Evening) Degree Examination, May/June - 2025

MANAGEMENT

Consumer Behaviour and Neuro Marketing

(CBCS 2019 Onwards Scheme)

Paper : 3.3.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following each question carries **5** marks. **(5×5=25)**

1. What is consumer behaviour and list its key dimensions.
2. Explain the role of technology in influencing modern consumer behaviour.
3. Discuss how family and social class shape Consumer behaviour.
4. Differentiate between Traditional marketing methods and Neuromarketing.
5. Identify the key concepts of Neuromarketing.
6. Apply the concept of STP (Segmentation, Targeting, Positioning) to a new product of your choice.
7. Apply sensory Neuromarketing techniques in designing a retail outlet experience.

SECTION - B

Answer any **Three** questions from the following each question carries **10** marks.**(3×10=30)**

8. Explain the influence of personality and attitudes on Consumer buying patterns using relevant examples.
9. Analyze how cultural values and subcultures affect Consumer decision - making in multicultural societies.
10. Compare and contrast the Howard Sheth model and Engel - Kollat - Blackwell model of decision - making.
11. Discuss the ethical challenges involved in Neuromarketing. Provide examples from Indian contexts.

[P.T.O.

CamScanner

SECTION - C

12. Compulsory (Case Study): **(1×15=15)**

Tata CLiQ's Consumer - Centric Strategy in a Neuromarketing Era.

Tata CLiQ, a digital retail initiative from the Tata Group, has emerged as a differentiated player in India's online shopping ecosystem by blending traditional values with advanced marketing strategies rooted in consumer behaviour. Understanding the **diverse Indian consumer base**, Tata CLiQ uses insights from **consumer segmentation, attitudes, and lifestyles** to tailor its offerings for both metropolitan and tier - II cities. Leveraging behavioural analytics and **neuromarketing techniques**, the brand redesigned its interface to align with **visual attention triggers** - such as color psychology, simplicity in layout, and emotional resonance in product ads - to influence **purchase decisions subconsciously**. Their studies into **Indian consumer perception and motivation** revealed that emotional trust and brand heritage significantly affect decision - making, especially in high - involvement purchases like electronics. Tata CLiQ's campaigns focus on **narrowcasting** to specific reference groups, such as tech - savvy millennials and working mothers, using **personalized digital communication** insted of mass advertising. The company also examines **post - purchase behavior** through sentiment analysis on social media, integrating feedback loops into their CRM systems to enhance **consumer satisfaction and loyalty**. Interestingly, the brand has also dabbled in **ethical neuromarketing**, ensuring that **consumer autonomy is respected** and decisions are not manipulative - highlighting the growing importance of **neuroethics in Indian markets**. Through this strategic alignment of cultural understanding, **consumer neuroscience**, and digital tools, Tata CLiQ exemplifies how modern Indian retailers can merge science with empathy to drive loyalty in a competitive market.

Questions :

a) How did Tata CLiQ integrate cultural and individual consumer traits in its marketing decisions?

b) In what ways has neuromarketing enhanced Tata CLiQ's consumer engagement and decision - making influence?

c) What are the ethical concerns associated with neuromarketing, and how did Tata CLiQ address them?

CamScanner