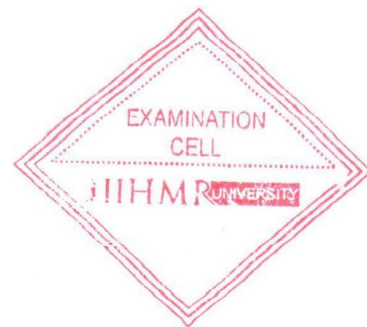


IIHMR UNIVERSITY
School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-07th (2015-2017) Second Year

Consumer Behaviour

Term Examination



Time - 3 Hour

MM-70

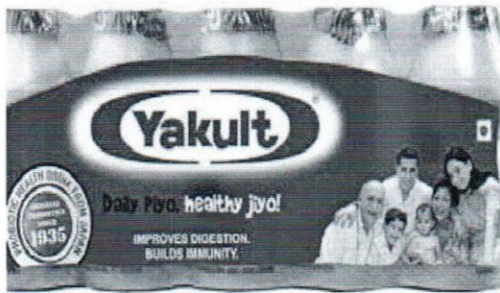
Question paper contains 3 printed pages.

Note: Read the case carefully and answer the questions given below.

Yakult Danone India (P) Ltd

Yakult is a probiotic dairy product made by fermenting a mixture of skimmed milk with a special strain of the bacterium *Lactobacillus casei* Shirota. It was created by Japanese scientist Minoru Shirota, who graduated from the Medical School of Kyoto University in 1930. In 1935, he started manufacturing and selling Yakult. Since then, Yakult has also introduced a line of beverages for the Japanese market that contain *Bifidobacterium breve* bacteria, and has also used its lactobacilli research to develop cosmetics. More recently, the Yakult Honsha played a major role in developing the chemotherapy drug irinotecan. After its introduction in Japan and Taiwan, Yakult was first sold in Brazil in 1966 due to the large number of Japanese immigrants in the country, before it was marketed elsewhere. Today, Yakult is sold in 31 countries. Yakult is marketed in different sizes. In Australia and New Zealand, Europe, India, Indonesia, and Vietnam Yakult comes in 65mL bottles. In America (including Mexico, one of Yakult's largest selling markets), Japan, 80 ml bottles are available. It is also available in Singapore, Hong Kong, Taiwan and China where Yakult comes in 100 ml bottles. Today, Yakult is sold in 31 countries.

About product- Yakult is a probiotic dairy product made by fermenting a mixture of skimmed milk with a special strain of the bacterium *Lactobacillus casei* Shirota. In India the Company offers a **probiotic health drink (65 ml bottles in a pack of 5 at 60 Rs. price per pack)**, which is a fermented milk drink and functional food that contains beneficial bacteria for various age groups, including children and pregnant women. It offers its products through a network of supermarkets, high volume retailers, bakeries, chemists, hospitals, office canteens, and small retailers in India. The major players in India for the probiotic are Dr. Reddy's laboratory, Unichem, GSK, Ranbaxy, ZYDUS, Amul and Mother Dairy.



P-1



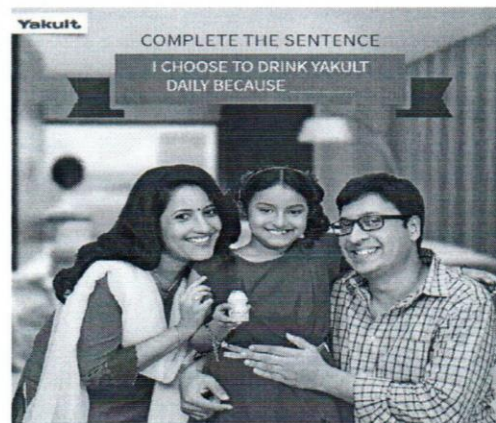
P-2



P-3



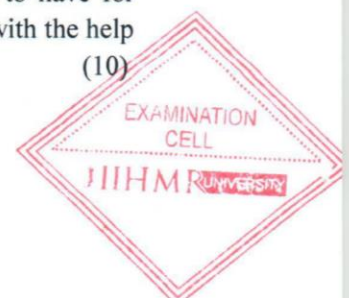
P-4



P-5

Attempt **all** questions from question number 1 to 5.

- Q. 1 Identify the consumers of Yakult. Identify various factors that will influence consumer behavior towards Yakult. (20)
- Q. 2 Explain the kind of learning experience the marketers want consumers to have for Yakult. Discuss the essential features of this kind of learning experience with the help of learning theories (Picture-5) (10)



- Q.3 Discuss the advertisement of Yakult (Picture-2) from the point of attitude formation and attitude change. (10)
- Q.4 Discuss how the description of advertisement (Picture-4) can be related to personality types as mention in the case with the help of theories of personality? (10)
- Q.5 If you were hired by Yakult Danone Pvt. Ltd. to develop different marketing strategy for the product (Picture-3). Design the type of advertisement you would like to develop keeping in view internal determinants of consumer behavior. (20)

