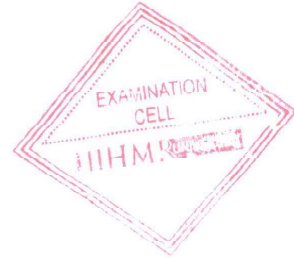


**LIHMR UNIVERSITY**  
**School of Pharmaceutical Management**  
**MBA Pharmaceutical Management**  
**Batch-08<sup>th</sup> (2016-2018) Second Year**



**Consumer Behaviour**

**Term Examination**

**Time-3 Hours**

**Max.Marks-70**

**Question paper contains 3 printed papers.**

**Note-Read the case carefully and answer the questions given below-**

**Dettol**

Dettol is one of the oldest and trusted brands for hygienic product in India. Dettol comes from the fastest growing consumer goods companies in south Asia named as Reckitt benckiser (India) limited formally called as Reckitt Colman (India) limited. The company has its operation in 60 countries with wide number of employees around the world. Dettol has been widely accepted and positioned as a 100% germ fighter with complete protection and control for entire family as its core value. In 2008 the brand Dettol celebrated its platinum jubilee. Dettol has even gained its trust from millions of Indian families due its approval of its brands from Indian Medical Association. Dettol in association with Indian Medical Association even launched a nationwide campaign to generate awareness and hygiene practices that are essential and helpful to reduce the risk of infections for infants, children and even adults. Dettol has been categorized into 8 different products like antiseptic liquid, soap, hand sanitizers, deodorant etc. One of the recently launched product is Dettol No Touch Hand Wash. This product is advanced system of technology that automatically senses one's hand and dispense adequate amount of liquid soap. It is available in two flavors viz cucumber and alovera.



Pic 1



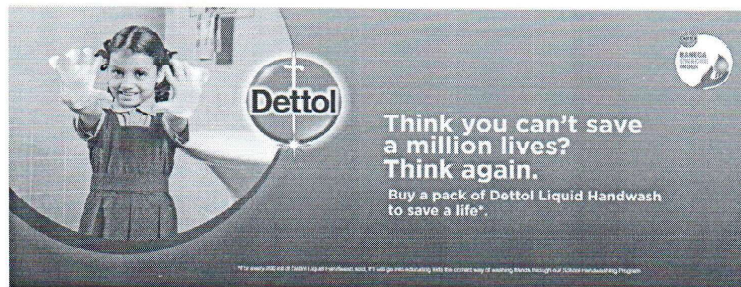
Pic 2



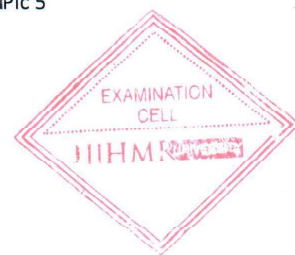
Pic-3



Pic 4



Pic 5



Attempt 5 **questions** from question number 1 to 6. Question number 1 and 2 are compulsory.

Q.1 Identify the target consumers of No Touch handwash system of Dettol. Identify various factors that will influence consumer behavior for No Touch hand wash system of Dettol. (20)

Q.2 If you were hired by Reckitt Colman (India) limited to develop different marketing strategy for the product (pic 2). Design the type of advertisement you would like to develop keeping in view internal and external determinants of consumer behavior for the new no touch hand- wash system of Dettol. (20)

Q.3 Explain the kind of learning experience the marketers want consumers to have for Dettol (pic- 3). Discuss the essential features of this kind of learning experience with the help of learning theories (10)

Q.4 Discuss the advertisement of (pic-5) from the point of attitude formation and attitude change. (10)

Q.5 Discuss how the description of advertisement (pic-4) can be related to personality types. Explain with the help of theories of personality? (10)

Q.6 Write short note on any two (10 marks each)

- a. Process of consumer buying behavior
- b. Theories of learning
- c. Buying Motives
- d. Attitude formation and change
- e. Reference groups and its types

