

MBA ++ Trimester - III
304 A Marketing Research and Consumer Behavior

Time: 3hours

Total Marks: 50

Note: Answer any three from Q1-Q4. Q5 & Q6 are compulsory. All questions carry equal marks.

1. What is qualitative research? Write a note on case study method of research.
2. Define sales forecasting? How would you forecast the sale of luxury homes (between Rs.2 - 5 crores) in the Pune region?
3. What factors influence consumer behavior? What would you sell to a newly married professional couple?
4. Write a note on post-purchase behavior of consumers?
5. Write short notes on (any two):
 - a. Individual perception
 - b. Interview techniques
 - c. Full nest
 - d. Mystery shoppers

6. Case study:

British personal care brand The Body Shop is reaping rich dividends in India after it slashed its prices by up to 35 per cent in the domestic market two years ago. The 100-per cent subsidiary of French cosmetics brand L'Oreal, has grown to 65 stores and is now considering introducing India-centric products such as a hair oil to enter the personal care market.

The company, which entered India in 2006 through its franchise partner Quest Retail, said it is targeting 150 stores by 2014. Since aligning prices according to Indian market, the Indian business has accelerated in its growth registering a 60 per cent growth annually. When the brand had entered the domestic market it was targeting only high-end customers but gradually became an affordable brand for Indian consumers. It is also going ahead and setting up stores in tier 2-3 cities. It roped in Bollywood actor Dia Mirza as its brand ambassador.

The Body Shop which had almost 1000 different types of beauty products has also launched moisture white shiso collection, a whitening skincare range to cater to Indian's insatiable need to look 'fair'. Body Shop India claims to be in the segment between mass and premium and is targeting a customer base of 15-20 million in next 2-3 years.

Analysts note that the derma-cosmetic market in India is buzzing with activity with almost all major players such as HUL, L'Oreal, Oriflame pumping investment into the segment.

1. With almost all major international cosmetic players in India, do you suppose The Body Shop will be a success? Why?
