UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018
Course: Consumer Behaviour & Market Research (MKTG – 2002)
Semester: III
Programme: BBA (Core – HRM/MM/OM)
Time: 03 hrs.   Max. Marks: 100
Instructions:

SECTION A

S. No.		Marks	CO
Q 1	**Attempt all parts. All parts carry equal marks.**	**[20]**	
i.	_____ controls the flow of information about a product into the family. a) Influencer b) Gatekeeper c) Decider d) Initiator	**[2]**	**CO2**
ii.	'Big Boy Toyz (BBT)' – preowned luxury car marketplace - promoted in the new song of Honey Singh is the example of: a) Absolute threshold b) Just Noticeable Difference c) Subliminal Perception d) Surrogate Advertising	**[2]**	**CO1**
iii.	All persons, both related and unrelated, who occupy a housing unit is known: a) Joint Family b) Nuclear Family c) Household d) Bachelorhood	**[2]**	**CO1**
iv.	The process of learning own culture is known as: a) Acculturation b) Enculturation c) Cross Culture d) Cultural Integration	**[2]**	**CO1**
v.	Data collected and compiled by researcher by his own is called: a) Primary b) Secondary c) Primary and Secondary d) None of the above	**[2]**	**CO1**
vi.	_____ analysis is the effort to determine to what extent the consumers of two or more nations are similar or different. a) Cross Cultural b) Sub Cultural c) Ethnocentrism d) Acculturation	**[2]**	**CO1**
vii.	Drawing a general impression about an individual based on single characteristic is known as: a) Stereotyping b) Projection c) Halo Effect d) Contrast Effect	**[2]**	**CO2**

viii.	_____ is the tendency to consider domestic products are better than foreign products. a) Xenocentrism b) Country of Origin effect c) Product Appeal d) Ethnocentrism	**[2]**	**CO1**
ix.	When individuals like to reduce his dissatisfaction associated with past purchase is called: a) Complex buying behavior b) Dissonance reducing buying behavior c) Variety seeking buying behavior d) Habitual buying behavior	**[2]**	**CO1**
x.	After purchasing a product, the customer evaluates it by comparing its expectations with _____. a) Brand Promise b) Preference c) Value d) Performance	**[2]**	**CO1**

<div align="center">

SECTION B

</div>

	Attempt any <u>FOUR</u> questions.	**[20]**	
Q 2	"Understanding consumer behaviour is the prerequisite for framing effective marketing strategies." Explain.	**[5]**	**CO2**
Q 3	Analyze the concept of 'operant learning' and its marketing implications.	**[5]**	**CO3**
Q 4	Using any Indian TV advertisement, analyze how is the concept of 'attitude change' being applied by marketer to develop marketing strategy?	**[5]**	**CO3**
Q 5	Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in present scenario?	**[5]**	**CO2**
Q 6	Differentiate between quantitative and qualitative research.	**[5]**	**CO2**

<div align="center">

SECTION-C

</div>

	Attempt any <u>THREE</u> questions.	**[30]**	

Q 7	Define attitude. With relevant arguments, suggest some attitude changing strategies for the following:
	
	    (a) Nokia (c) Clean Ganga
	    (b) e-Rickshaw (d) State Bank of India
		[10]	**CO1/ CO5**

Q 8	"Marketers must monitor the stage of family in family lifecycle and changing roles of family members in order to frame effective marketing mix strategies." Substantiate this statement with examples.	[10]	CO3
Q 9	"The basic purpose of marketing is to enhance the customer value." Comment and explain various elements of customer value. Give suitable examples.	[10]	CO4
Q 10	In the light of the globalization of the Indian economy and market, do you think that the global perspective in understanding the consumer is more suitable than the perspective of cultural meaning? Justify your answer.	[10]	CO4
	SECTION-D		
	Attempt all questions.		
Q 11	A movie theatre wants to find out who visit the theatre, how they evaluate the feature/services provided, their satisfaction level and also want them to suggest ways to improve offerings. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale etc).	[10]	CO4
Q 12	KK Sweets is one of the famous sweet shops of Dehradun, operating since 1960. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram's, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, Customer relationship management) for KK Sweets for handling these issues.	[20]	CO5

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018
Course: Consumer Behaviour & Market Research (MKTG – 2002)
Semester: III
Programme: BBA (Core – HRM/MM/OM)
Time: 03 hrs.   Max. Marks: 100
Instructions:

SECTION A

S. No.		Marks	CO
Q 1	**Attempt all parts. All parts carry equal marks.**	**[20]**	
i.	Which is not a component of Attitude: a) Cognitive b) Affective c) Behavioural d) Hedonic	**[2]**	**CO1**
ii.	Any _____ change in behaviour due to experience is called as learning. a) Permanent b) Relatively Permanent c) Flexible d) Short-term	**[2]**	**CO1**
iii.	Findings tend to be objective and can be generalized in _____ research. a) Quantitative b) Qualitative c) Causal d) Longitudinal	**[2]**	**CO1**
iv.	The unique image of the product in customer's mind is called: a) Positioning b) Target Market c) Product Mapping d) Brand Image	**[2]**	**CO1**
v.	The process of learning other's culture is known as: a) Enculturation b) Acculturation c) Cross Culture d) Cultural Integration	**[2]**	**CO1**
vi.	Judging someone on the basis of one's perception of the group to which that person belongs: a) Stereotyping b) Projection c) Halo Effect d) Contrast Effect	**[2]**	**CO2**
vii.	Age, religion, race, ethnicity, geography, and lifestyle are key points of _____: a) Social class b) Culture c) Subculture d) Values	**[2]**	**CO1**

viii.	Husband, wife and their children living together is known as _____. a) Household b) Extended Family c) Joint Family d) Nuclear Family	**[2]**	**CO1**
ix.	Self-expressive, expensive, purchased infrequently and extensive information search are the key points of _____ buying decision behavior. a) Complex b) Dissonance reducing c) Habitual d) Variety seeking	**[2]**	**CO1**
x.	_____ are the information collected through friends, relatives and neighbors. a) Pre purchase search b) Commercial sources c) Personal sources d) Post purchase search	**[2]**	**CO1**

SECTION B

	Attempt any <u>FOUR</u> questions.	**[20]**	
Q 2	Explain AIDA model.	**[5]**	**CO1**
Q 3	With suitable examples, discuss the various levels of market segmentation.	**[5]**	**CO3**
Q 4	Using any Indian TV advertisement, analyze the role of social class in developing the perception about a product.	**[5]**	**CO3**
Q 5	Differentiate between Exploratory and Descriptive research. Give Example.	**[5]**	**CO1**
Q 6	Describe the term 'Perception' and 'Learning'.	**[5]**	**CO2**

SECTION-C

	Attempt any <u>THREE</u> questions.	**[30]**	
Q 7	"Post purchase behavior of consumer is more important for marketing manager than pre-purchase behavior." Do you agree? Why?	**[10]**	**CO3**
Q 8	What do you understand by culture and sub-culture? With the help of suitable examples, discuss the impact of culture and sub-culture on consumer buying behaviour.	**[10]**	**CO2**

Q 9	"Attitudes are a learned predisposition." Explain. What are various strategies used by marketers to change the attitude of consumers. Give examples.	[10]	CO1/ CO3
Q 10	With the help of suitable examples, analyze the factors, which influence consumers' purchase decision-making process?	[10]	CO4

SECTION-D

	Attempt all questions.		
Q 11	A hospital wants to find out the profile of patients who visit the hospital, how they evaluate the feature/services provided, their satisfaction level and also want them to suggest ways to improve the quality of hospital operations. Using different types of questions (open-ended, multiple choice, rating scale etc), design a questionnaire.	[15]	CO4

Q 12	"An individual's family plays a prominent role influencing his buying behaviour." Discuss with suitable examples. What type of family decision (wife-dominated, husband-dominated etc.) can you expect in the following and why?
	     (a) Play Group for Kids
	     (b) Personal care product like Deodorants
	     (c) Mutual Funds
	     (d) Home décor products
	     (e) Kitchen appliances
	     (f) A new rental apartment
		[15]	CO5