

Roll No: _____



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program	: BBA (Financial Analysis & Services)	Semester	: IV
Subject (Course)	: Consumer Behaviour & Market Research	Max. Marks	: 100
Course Code	: MKTG 2002	Duration	: 3 Hrs
No. of page/s	: 03		

SECTION – A

1. Attempt all questions. All questions carry equal marks. 2×10 =20 Marks

i. Image of the product in the minds of the customer is called:

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|------------------|--------------------|
| a) Positioning | c) Product Mapping |
| b) Target Market | d) Brand Image |

ii. ‘Austin Martin’ car promoted by James Bond in the movie is the example of:

- | | |
|-------------------------------|--------------------------|
| a) Absolute threshold | c) Subliminal Perception |
| b) Just Noticeable Difference | d) Surrogate Advertising |

iii. All persons, both related and unrelated, who occupy a housing unit is known:

- | | | | |
|-----------------|-------------------|--------------|-----------------|
| a) Joint Family | b) Nuclear Family | c) Household | d) Bachelorhood |
|-----------------|-------------------|--------------|-----------------|

iv. The process of learning own culture is known as:

- | | | | |
|------------------|------------------|------------------|-------------------------|
| a) Acculturation | b) Enculturation | c) Cross Culture | d) Cultural Integration |
|------------------|------------------|------------------|-------------------------|

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 |
|------------|--------------|--------------------------|----------------------|

vi. Social class is measured in terms of:

- | | | | |
|---------------|-----------|---------------|--------------|
| a) Past Image | b) Status | c) Occupation | d) Education |
|---------------|-----------|---------------|--------------|

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 |
|-----------------|---------------|----------------|--------------------|

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

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

x. After purchasing a product the customer evaluates it by comparing its expectations with _____.

- a) Brand Promise
- b) Preference
- c) Value
- d) Performance

SECTION – B

Attempt any **FOUR** questions.

5×4 =20 Marks

2. “Understanding consumer behaviour is the prerequisite for framing effective marketing strategies.” Explain.
3. With the help of suitable examples, explain complex and variety seeking buying behavior.
4. Using any Indian TV advertisement, explain how is the concept of ‘attitude change’ being used by marketer to develop marketing strategy?
5. Explain the relevance of psychographic segmentation in contemporary business scenario.
6. State the advantage of secondary data over primary data.
7. Explain the concept of Personality and Perception.

SECTION – C

Attempt any **THREE** questions.

10×3 =30 Marks

8. Define attitude. What are various strategies used by marketers to change the attitude of consumers. Give examples.

9. "An individual's family plays a prominent role influencing his buying behaviour." Discuss with suitable examples.
10. Define the term learning. Discuss the marketing implications of classical, operant and social conditioning theories of learning.
11. "Post purchase behavior of consumer is more important for marketing manager than pre-purchase behavior." Do you agree? Why?

SECTION – D

Attempt all questions.

12. A fitness centre wants to find out who visit the fitness centre, 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 Marks**

13. Kumar Sweets is one of the famous sweet shops of Dehradun, operating since 1951. Kumar sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, Kumar Sweets is concerned due to declining market share and low sales. Kumar 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, Kumar 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 Kumar Sweets for handling these issues. **20 Marks**

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

vii. Age, religion, race, ethnicity, geography, and lifestyle are key points of:

- a) Social class b) Culture c) Subculture d) Values

viii. _____ are the information collected through friends, relatives and neighbors.

- a) Pre purchase search c) Personal sources
b) Commercial sources d) Post purchase search

ix. Low self-expressive, relatively inexpensive, purchased frequently are the key points of _____ buying decision behavior.

- a) Complex c) Habitual
b) Dissonance reducing d) Variety seeking

x. The segmentation of market based on the income of the customer is

- a) Behavioral b) Geographical c) Psychographic d) Demographic

SECTION – B

Attempt any FOUR questions.

5×4 =20 Marks

2. “A study of consumer behaviour is the mandatory for designing effective marketing strategies.” Explain.
3. With suitable examples, discuss the various levels of market segmentation.
4. Using any Indian TV advertisement, explain the role of social class in developing the perception about a product.
5. Differentiate between qualitative and quantitative research.

6. Differentiate between random and non-random sampling.
7. Explain AIDA model.

SECTION – C

Attempt any THREE questions.

10×3 =30 Marks

8. Explain the process of consumer decision making. Discuss the relevance of post purchase behavior to a marketing manager?
9. Describe the term ‘Perception’ and ‘Learning’. With the help of suitable examples, discuss the impact of these factors on consumer buying behaviour.
10. “Attitudes are a learned predisposition.” Explain. What are various strategies used by marketers to change the attitude of consumers. Give examples.
11. Explain the relevance of ‘Family’ in Indian consumer behavior. 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) Financial Planning instruments
 - (d) Home décor products

SECTION – D

Attempt all questions. All questions carry equal marks.

2×15 = 30 Marks

12. What do you understand by culture, sub-culture and cross-culture? With the help of suitable examples, discuss the impact of culture, sub-culture and cross-culture on consumer buying behaviour.
13. Max Hospital Dehradun 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.