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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: MBA (Marketing spls.)
Subject (Course): Consumer Buying Behavior
Course Code: MKTG 7002
No. of page/s: 4

Semester – II
Max. Marks: 100
Duration: 3 Hrs

Note: All sections are compulsory.

Section – A (2x10=20 Marks)

- Q.1 Which of the following is not a part of selective perception?
- a.) Selective exposure
 - b.) Perceptual attention
 - c.) Perceptual defense
 - d.) Perceptual blocking
- Q2. The correct sequence for motivation is
- a.) Need, tension, drive behavior goal
 - b.) Need, drive, tension, behavior, goal
 - c.) Need, behavior, drive, tension, goal
 - d.) Need, drive, behavior, tension, goal
- Q3. Which of the following happens in classical condition?
- a.) Unconditioned response made conditioned response
 - b.) Perceptual learning changed to perceptual attention
 - c.) Conditioned response made to unconditioned response
 - d.) Perceptual attention changes to perceptual learning
- Q4. Which of the following is not a part of operant conditioning?
- a.) Positive reinforcement
 - b.) Negative reinforcement
 - c.) Motivation
 - d.) Extinction
- Q5. Which of the following is not a part of Tri-component model of attitude?
- a.) Cognitive
 - b.) Affective
 - c.) Supportive

d.) Conative

Q6. Type A personality is

- a.) Relaxed
- b.) Indifferent
- c.) Always moving, talking, eating rapidly
- d.) None of the above

Q7. Downward mobility means_____

Q8. Reference groups, which call out for action against some unethical company practices are known as

- a.) Consumer action groups
- b.) Brand communities
- c.) Virtual groups
- d.) Work groups

Q9. Which of the following is not a part of big five personality model?

- a.) Extroversion
- b.) Agreeableness
- c.) Consciousness
- d.) Emotional stability

Q10. Compliant, aggressive, detached is a part of:

- a.) Neo Freudian theory
- b.) Trait theory
- c.) Attribution theory
- d.) Personality theory

Section – B
(4x5=20 Marks)

Attempt any four questions. Each question carries 5 marks.

Q1. Explain the significance of social class to consumer behavior.

Q2. What is a reference group? Explain different reference group types.

Q3. Explain any four cultural values and their significance to consumer behavior.

Q4. Explain different types of research approaches briefly.

Q5. Write short notes on:

- i) CETSCALE
- ii) J.n.d.

Section – C
(2x15=30 Marks)

Attempt any two questions. Each question carries 15 marks.

Q1. Compare and contrast the economic view, passive view, cognitive view and emotional view with each other. Of the four views which is most often seen in consumer behavior? Support your answer with examples.

(15 Marks)

Q2. Analyze consumer-buying behavior towards carbonated drinks with specific reference to the Coke case study.

(15 Marks)

Q3. What is sensory branding? With close reference to the case '*Sensory branding: Oreo in the Indian context*' analyze the effectiveness of sensory perception in branding. Support your answer with examples from the case and other than those discussed in the case.

(15 Marks)

Section – D
(2x15=30 Marks)

With reference to the text answer the following questions

Q1. Do you think that the problem that Samsung is facing according to the text would affect the consumer buying behavior? Analyze the consumer buying behavior impact keeping the current market share and competitive position of Samsung

(15 Marks)

Q2. Discuss the importance of consumer psychological factors when a brand gets involved in a controversy. Support your answer with relevant examples.

(15 Marks)

Samsung set to lose top spot to Apple in India premium pie

Note 7 Fiasco Takes Toll, Apple Gains On iPhone7 Success

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New Delhi: Samsung is set to lose its top billing in the premium-end of the Indian smartphone market to rival Apple as the Note 7 fiasco and the strong showing of iPhone7 are expected to result in a contraction in the company's market share as buyers disconnect from the brand.

The company, which has been going strong in the premium phone market (Rs 30,000 and above) with an estimated share of 58% in the third quarter (July-September) of this calendar year (2016), may see numbers go down sharply in the October-December 2016 quarter, one of the most critical periods for consumer companies, considering the usual surge in purchases during the festive season.

The share may slip to 35%, lowest for the company in many years as Apple gains the maximum with an expected market share of 57%, as per a preliminary forecast made by agency Counterpoint Research.

The fall for Samsung is also being predicted by other research agencies, as well as

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key industry players and multi-brand phone sellers, who say there is a "definitive pressure" on Samsung's premium phone business, especially as the Note 7 was withdrawn over safety concerns.

"The strong response to iPhone7 — sold nearly double the numbers in its first week than those achieved by the S6 — has only made matters worse. Apple has surprised the market with the new device, and there is a tremendous pull for the product among buyers," a top national distributor, who retails brands for both the companies, told TOI, while requesting anonymity. "However, the Galaxy S7 Edge has been doing well, as Sam-

sung focuses on pushing the brand aggressively after the Note7 pullout."

When* reached for comments, Manu Sharma, VP for Samsung's mobile business, said sales have been brisk and there is no truth in forecasts predicting a decline in market share. "We don't agree at all. In fact, we are doing exceedingly well with record sales in mobile business and the festive season has started on a high for us. We continue to sustain our leadership position across all price points."

Sharma added, "We are seeing a very good off-take of powerful S7 and S7 Edge devices... The industry analysts

research reports are not based on empirical facts. Such projections by any research agency or analyst, therefore, is incorrect."

However, Neil Shah, director (devices & ecosystems) at Counterpoint Research, said impact on Samsung's revenues can be substantial. "Samsung was estimated to sell a quarter million Note 7 in India in 2016. We estimate the total impact on its top line would be close to Rs 700 crore," Shah said.

Faisal Kawoosa, telecom industry analyst at CyberMedia Research (CMR), said the impact could be major and across Samsung's product line-up. "Though Note 7 is a high-end premium smartphone, the impact would be across all the segments. The issue is faced with the flagship model of the year, that too around the festive season, as a result, customers' confidence is shaken."

Kawoosa said confidence is low on brand Samsung. "A perception, right or wrong, gets built within the market that if the issue is with the high-end premium model, there could be issues in other models too."