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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN

End Semester Examination – May, 2017

Program/course: BBA (AO)

Subject: Consumer Behaviour and Market Research

Code : BBCM-152

No. of page/s: 3

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

Section A: Attempt all the Questions [2x10 = 20 Marks]

Q1. Multiple choice questions

i) Social class group which have a keen interest in obtaining the “better things in life” is best classified as

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- (a) Upper-upper class
- (b) Lower-upper class
- (c) Upper-middle class
- (d) Lower-middle class

ii) This theory focuses on the measurement of personality in terms of specific psychological characteristics-

- (a) Trait theory
- (b) CAD theory
- (c) Freudian theory
- (d) None of the above

iii) Consumer innovators are likely to-

- a) Score higher on dogmatism
- b) Score higher on need for uniqueness
- c) Have no optimum stimulation levels
- d) Have lower need for sensation seeking and variety seeking behaviours

iv) It means assigning human personality traits/characteristics to a brand so as to achieve differentiation-

- (a) Brand identity
- (b) Brand personality
- (c) Consumer materialism
- (d) Brand association

v) The most basic principle(s) of perceptual organization are -

- (a) Figure and ground
- (b) Grouping
- (c) Closure
- (d) All of the above

vi) The lowest level at which an individual can experience a sensation is called -

- (a) Subliminal perception
- (b) Absolute threshold
- (c) Differential Threshold
- (d) None of the above

vii) Theory of learning which is based on mental information processing, often in response to problem solving -

- (a) Cognitive theory
- (b) Behavioral theory
- (c) Both (a) and (b)
- (d) None of the above

viii) _____ is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object -

- (a) Perception
- (b) Personality
- (c) Attitude
- (d) None of the above

ix) The framework for exploring consumer acceptance of new products is drawn from the area of research known as -

- (a) Adoption of innovations
- (b) Diffusion of innovations
- (c) Innovation theory
- (d) Learning theory

x) _____ states that individuals compare their own possessions against those of others to determine their relative social standing -

- (a) Status comparison theory
- (b) Social comparison theory
- (c) Social status theory
- (d) Behavioral theory

Section B: Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Q2. Explain consumer research process.

Q3. Discuss learning theories which are helpful in consumer learning. Why is it important for marketers to study the learning process of consumers?

Q4. What are the criteria for effective targeting of market segments? Support your answer with relevant examples.

Q5. Social class influences consumer behavior. Do you agree or disagree with this view? Discuss.

Q6. Discuss VALS framework.

Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Q7. What do you understand with perception in consumer behavior? Describe perceptual selection, perceptual organization and perceptual interpretation.

Q8. Discuss black box model of consumer behavior.

Q9. A marketer of health foods is attempting to segment a certain market on the basis of consumer self-image. Describe the types of consumer self-image and discuss which one(s) would be most effective for the stated purpose.

Section D: Analytical/Situational/Case based:

Q10. Attempt all the questions [2x15 = 30 Marks]

Case

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income groups were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions-

- a) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.
- b) What should be the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales?