UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Consumer Behaviour & Market Research   Semester: III
Program: BBA (Auto Marketing)   Time: 03 hrs.
Course Code: MKTG – 2002   Max. Marks: 100

SECTION A

S. N.		Marks	CO
Q 1	**Attempt all parts. All parts carry equal marks.**	**[20]**	
i.	In AIDA model, 'D' stands for: a) Decision b) Direction c) Desire d) Demand	**[2]**	**CO1**
ii.	_____ controls the flow of information about a product into the family. a) Influencer b) Initiator c) Decider d) Gatekeeper	**[2]**	**CO1**
iii.	Learning is _____ permanent change in the behavior of individuals due to direct or indirect experience. a) Informally b) Relative c) Cognitive d) Hedonism	**[2]**	**CO1**
iv.	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**
v.	The process of learning the culture of others is termed as: a) Acculturation b) Enculturation c) Cross Culture d) Cultural Integration	**[2]**	**CO1**
vi.	Low credibility, old data and payment to access the data are the limitations associated with: a) Primary b) Secondary c) Primary & Secondary d) None of the above	**[2]**	**CO1**
vii.	Which one of the following is not a function of Attitude: a) Ego Defensive b) Knowledge c) Cognitive d) Utilitarian	**[2]**	**CO1**
viii.	Drawing a general impression about an individual based his/her group or set of activities he/she performed is known as: a) Contrast Effect b) Projection c) Halo Effect d) Stereotyping	**[2]**	**CO1**

ix.	When individuals like to reduce his dissatisfaction associated with past purchase is called _____ buying behaviour: a) Complex b) Dissonance reducing c) Variety seeking d) Habitual	**[2]**	**CO1**
x.	The segmentation of market based on lifestyle, interest, opinion, and thinking is called as _____ segmentation. a) Behavioural b) Psychographic c) Demographic d) Geographic	**[2]**	**CO1**

SECTION B

	Attempt any <u>FOUR</u> questions.	**[20]**	
Q 2	"Understanding consumer behaviour is the prerequisite for planning and designing effective marketing strategies." Justify.	**[5]**	**CO2**
Q 3	Analyze the concept of 'Classical Conditioning' and its marketing implications.	**[5]**	**CO3**
Q 4	Using any Indian TV advertisement, analyze how is the concept of 'motivation' being applied by marketer to develop marketing strategy?	**[5]**	**CO3**
Q 5	"Psychographic segmentation is more appropriate than demographic segmentation in present scenario." Comment and justify with suitable example.	**[5]**	**CO2**
Q 6	Describe the precautions that should be taken while conducting market research based on secondary data.	**[5]**	**CO2**

SECTION-C

	Attempt any <u>THREE</u> questions.	**[30]**	
Q 7	"The primary task of marketers is to develop/change the attitudes of consumers favorably towards organization/brand." Comment and with relevant arguments, suggest some attitude changing strategies for the following: (a) Puro Salt (c) Organically Processed Foods (b) Clean Ganga (d) Shaving for Men	**[10]**	**CO1/ CO3**
Q 8	Explain the three types of marketing research design. Indicate which type each item in the list below illustrates. Explain your answer: (a) Establishing the relationship between employees' productivity and leadership style of managers.	**[10]**	**CO1/ CO4**

	(b) Identifying target market demographics for a loyalty program of a new store of lifestyle products located in New Delhi. (c) Discovering the ways that individuals have sustainable household consumption behavior and identifying practices for which they do not display environment friendly behavior. (d) A Brand Manager wishes to have a better understanding of the image of his brand.		
Q 9	A private bank wants to find out how customers evaluate the feature/services provided, usage of internet banking and mobile apps, their satisfaction level with services, mobile apps and employees' responses, and want them to suggest ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale etc).	**[10]**	**CO4**
Q 10	"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]**	**CO2/ CO3**
	SECTION-D		
Q 11	**Read the case carefully and answer the questions given at the end.**		
	Even as new car sales have slowed down in the recent past, the pre-owned car market has continued to grow over the past year and is larger than the new car market now. The pre-owned car or used car market crossed the 4 million units mark in FY 2018, which states that used car market is 1.3 times of the new car market. The Indian used car market was valued at USD 21.04 million in 2018 and is expected to register a CAGR of 15.12%, during the forecast period, 2019-2024. Over the years, the used car market has evolved in the country, with the growth of the organized and semi-organized sector. As the Indian auto-industry is entering the BS-VI era from April 2020, the value proposition of the used car can grow stronger, as new cars are expected to become expensive due to additional technology costs. Some of the major players dominating the market are Olx, Mahindra First Choice Wheels, Cars24, Maruti True Value, Hyundai H Promise, and Others (which include Quikr, Honda Auto Terrace, Ford Assured, Toyota U-Trust, etc.). The organized	**[30]**	**CO3/ CO4**

sales channel has witnessed significant growth over the last three years. This growth is driven by increased sales of used cars in metro cities and a rise in online sales platforms, such as CarDekho, Cars24, Droom, etc. Majority of the OEMs have already entered the used car market and those who haven't entered the used car market in the nascent stages have also entered the market during the last five years. Renault started the pre-owned car business in 2015 and Nissan had entered the business in 2017. Significant OEMs in India, such as Maruti Suzuki, Mahindra, Hyundai and Toyota, and luxury car manufacturers, such as BMW, Audi, and JLR, have their used car network.

Questions:

(a) List out the reasons of growth of used cars in India.

(b) To what extent has, the entry of major players like Maruti, Mahindra etc. changed the consumer behaviour towards the used car in India. Elucidate.

(c) Do you think that customers buy the used cars from Maruti Suzuki 'True Value', because it is a leading car manufacturer in India? Why?

(d) Explain the role of celebrity endorsement and customer engagement in consumer used car buying behaviour. Take the case of Cars24.