

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May 2021

Course: Consumer Behaviour & Market Research

Semester: IV

Program: BBA (Foreign Trade)

Time: 3 Hours

Course Code: MKTG – 2002

Max. Marks: 100

SECTION A

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

S.N.	Questions	CO
Q1	In the cross cultural understanding, 'Ethnocentrism' and 'Xenocentrism' mean _____ and _____ respectively.	CO1
Q2	The four important sources of consumers' information searches are _____, _____, _____ and _____.	CO1
Q3	In Unified Theory of Acceptance and Use of Technology (UTAUT) – a prominent technology adoption model, suggested by Prof. Venkatesh & his colleagues, the four determinants of technology usage are _____, _____, _____, and _____.	CO1
Q4	Based on degree of involvement and perception of significant differences among brands, the four types of consumer buying behaviour are _____, _____, _____ and _____.	CO1
Q5	In consumer perception, terms 'Halo Effect' and 'Stereotyping' indicate _____ and _____.	CO1
Q6	In AIDA model, AIDA stands for _____, _____, _____, and _____.	CO1

SECTION B

- 1. Attempt all questions. Each question carries 10 marks.**
- 2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

Q7	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 with suitable examples.	CO2
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<p>Q8</p>	<p>Why it is necessary to analyze critically the secondary data available to the researcher before collecting the primary data? Also, describe the precautions that should be taken while conducting market research based on secondary data.</p>	<p>CO2</p>
<p>Q9</p>	<p>“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?</p> <p>(a) Play Group for Kids (b) Personal care product like Deodorants (c) Mutual Funds (d) Home décor products</p>	<p>CO3</p>
<p>Q10</p>	<p>The regional manager of ABC private bank is concerned with the attitudes of customers have towards various aspects the bank, and whether they would recommend the bank to their friends. He has authorized the undertaking of a marketing research study to gather this information and has directed that it cover the following information – customers’ evaluation of the feature/services provided, usage of internet banking and mobile apps, their satisfaction level with services, mobile apps and employees’ responses, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).</p>	<p>CO3</p>
<p>Q11</p>	<p>(a) Government of India is promoting digital payments to bring transparency in the system. These payments modes are easy, prompt and widely accepted. However, the acceptance and usage of digital modes of payments are insignificant among elder generation customers and in rural areas. Companies like Google Pay, Amazon Pay, Paytm, Phone Pay, Bhim app are looking for some strategies to change the attitudes of elder generation customers and rural people for digital payment. Propose some strategies for this case.</p> <p>(b) We Indians are having a poor sense of obeying traffic rules (driving sense for vehicle owners and road crossing for pedestrians). All such indifferent behavior leads to road accidents and mishappening. A renowned insurance company hired you to develop some strategies to change the traffic sense for vehicle owners and pedestrians. What strategies would you suggest to change the attitudes of Indians?</p>	<p>CO3</p>

SECTION-C

- 1. Attempt the given question. It carries 20 Marks.**
- 2. Instruction: Write your detailed views/arguments.**

Q12	<p>KK Sweets is one of the famous sweet shops of Dehradun, operating since 1970. 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, consumer behaviour, customer relationship management) for KK Sweets for handling these issues.</p>	CO4
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