



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Consumer Buying Behavior

Program: MBA (Mkt)

Course Code: MKTG 7002

Semester: II

Time : 03 hrs.

Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Statement of question	20	CO1
	i) Which of the following explains perceptual defense? a.) Justifying perceived message b.) Unable to perceive buying message c.) Not perceiving a message deliberately d.) Only perceiving messages selectively ii) Theory which is based on Valence and expectancy was given by a.) Herzberg b.) Vroom c.) Fritz Heider d.) Maslow iii) Which of the following happens in operant conditioning? a.) Unconditioned response made conditioned response b.) Perceptual learning changed to perceptual attention c.) Conditioned response made to unconditioned response d.) Positive reinforcement, negative reinforcement, extinction iv) The Big five model of personality was given by: a.) Cliff Anderson b.) John Bearden c.) Philip Kotler d.) K Sullivan v) Tri component model of attitude is: a.) Affective, conative, Emotional b.) Affective, cognitive, Emotional c.) Emotional conative, cognitive d.) Cognitive, Affective, Conative	10x2=20 Marks	

	<p>vi) <i>j.n.d.</i> means:</p> <ul style="list-style-type: none"> a.) Just needs determinant b.) Just noticeable determinant c.) Just noticeable difference d.) Just needs different <p>vii) Which of the following is not a research approach?</p> <ul style="list-style-type: none"> a.) Observation b.) Experimental c.) Survey d.) Convenience <p>viii) Reference groups, which do not physically meet like in social media, are:</p> <ul style="list-style-type: none"> a.) Friendship groups b.) Brand communities c.) Virtual groups d.) Work groups <p>ix) Which of the following is typically an eastern cultural value:</p> <ul style="list-style-type: none"> a.) Individualism b.) Collectivism c.) Modernism d.) None of the above <p>x) Which of the following segmentation is based on the frequency of product use?</p> <ul style="list-style-type: none"> a.) Use-situation segmentation b.) Psychographic segmentation c.) Use-related segmentation d.) Psychological segmentation 		
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SECTION B
4Qx5M= 20 Marks

Q	Statement of question	20	CO2
Q1.	Explain consumer ethnocentrism with examples.	5	
Q2.	Briefly explain different types of arousal of motives.	5	
Q3.	Differentiate between fixated consumption and compulsive consumption behavior.	5	
Q4.	Explain the significance of stereotypes in consumer behavior.	5	

SECTION-C
3Qx10M=30 Marks

Q	Statement of question	30	CO3
Q1.	<p>Do you think controversial news and revelations against a brand impacts consumer behavior? Analyze with suitable examples to support your answer.</p> <p style="text-align: center;">OR</p> <p>Do you think buying behavior of Indians reflects health consciousness? Analyze with suitable examples to support your answer.</p>	10	
Q2.	Is skin color consciousness an aspect of Indian culture? Analyze the roots and origins of Indian perception and attitudes towards fairness creams.	10	
Q3.	What is sensory perception? Discuss the impact of sensory perception on buying behavior with suitable examples.	10	
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question	30	CO4
Q1.	<p>With the help of your favorite motivation, perception, learning or personality theories you have studied discuss how attitude of consumer can change towards buying electric cars.</p> <p style="text-align: center;">OR</p> <p>Compare and contract the culture of India vs a country like Sweden that has adopted electric cars at a much faster pace. In addition to infrastructural issues what cultural factors do you identify for adoption of electric cars?</p>	15	
Q2.	<p>Do you think the consumer behaviour of women is different from that of men? Use the following facts as some statistical facts about women and support your answer with the help of consumer buying behaviour theories (perception, learning, motivation, attitude) of your choice that you have studied.</p> <p>20 Facts And Figures To Know When Marketing To Women <u>Krystle M. Davis</u> Forbes Staff <u>Forbes Content Marketing</u> Contributor Group</p> <p>Women may make up half of the U.S. population, but they dominate consumer purchasing decisions. Brands looking to reach this coveted audience must move beyond traditional marketing methods and understand how cultural shifts affect this diverse group. Here are a few key facts to know before you launch a campaign targeted to women:</p> <p>Women drive 70-80% of all consumer purchasing decisions.</p> <p>Leadership, Wealth and Work</p> <p>Women make up 25% of C-level executives at the top 1,000 U.S.</p>	15	

companies (by revenue), according to a 2019 study, up slightly from 23% a year ago.

Women represent 19% of software developers, 53% of financial services workers and 40% of physicians and surgeons, according to a 2018 Bureau of Labor Statistics report.

The gender pay gap occurs across almost all occupations and industries, with the largest gaps occurring in financial services roles.

71.5% of women with children under the age of 18 participated in the U.S. workforce in 2018.

More than half (26) of Forbes' 50 Most Influential CMOs of 2018 are women.

The number of female CMOs at the top 1,000 revenue-generating companies in the U.S. has risen to 36% from 32% in 2018.

As of April 2019, 3.1% of American women were unemployed, the lowest rate for adult women since 1953.

Women are the sole source of income in 40% of U.S. households.

Of the 2,153 billionaires on the 2019 Forbes World's Billionaires list, only 12% are women, and only 27% have self-made fortunes.

Entrepreneurship

40% of businesses in the United States are women-owned.

Since 2007, the number of women-owned businesses has grown 58% vs. overall business growth of 12%.

In 2018, women of color owned 47% of all women-owned businesses and generated \$386.6 billion in revenues.

78% of new women-owned businesses are owned by women of colour.