UPES
End Semester Examination, May 2025

Course: Consumer Behaviour and Market Research
Program: BBA LLB
Course Code: CLNL1044

Semester: 2
Time   : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
(5Qx2M=10Marks)

S. No.		Marks	CO
Q 1	Statement of question		
A	What is meant by market segmentation?	2	CO1
B	What is the marketing concept? How is it different from the selling concept?	2	CO1
C	What is the difference between qualitative and quantitative research?	2	CO1
D	Define personality in the context of consumer behavior.?	2	CO1
E	What are innate needs?	2	CO1

SECTION B
(4Qx5M= 20 Marks)

Q 2	Statement of question		CO2
A	Explain the various bases of segmentation with Indian examples.	5	CO2
B	Describe the different types of consumer decision-making	5	CO2
C	Explain the types of sampling techniques used in consumer research.	5	CO2
D	Explain the role of Maslow's hierarchy of needs using an example from Indian context.	5	CO2

SECTION-C
(2Qx10M=20 Marks)

Q 3	Statement of question		CO3
A	"Learning influences consumer behavior over time." Justify using behavioral and cognitive learning theories.	10	CO3

B	"Market research helps businesses understand consumer needs and preferences." Justify using both qualitative and quantitative research methods.	**10**	**CO3**

SECTION-D
(2Qx25M=50 Marks)

Q 4	Statement of question		**CO4**
	In 2024, GreenAuto, a leading electric vehicle manufacturer, introduced an innovative AI-powered personalization system at their flagship showroom in Mumbai, India. This system allows customers to customize their EVs based on preferences for seat comfort, energy consumption habits, driving style, and eco-feedback. The system uses data from initial customer input and driving history (where applicable) to recommend features and settings that are likely to enhance the customer's driving experience. For example, the AI system might suggest an eco-mode that adjusts driving behavior for energy conservation based on the customer's past driving patterns. It also offers personalized tips on efficient driving and energy-saving techniques. The showroom's AI also assists in other aspects like recommending specific interior colors, adjusting the seat position based on body measurements, and customizing the infotainment system to suit the customer's media preferences. The system's success has led GreenAuto to roll out this feature across all their showrooms, and other manufacturers are beginning to consider similar AI-powered options. However, GreenAuto has faced mixed reactions from consumers. Some find it incredibly helpful, while others feel overwhelmed by the options and concerned about privacy. The showroom experience has raised interesting questions about the intersection of technology and consumer behavior in the context of major purchasing decisions. Key Data from GreenAuto's Customer Insights Team: • Target Market: Primarily urban consumers aged 25-45, tech-savvy, with a strong interest in sustainability and green technologies. • Customer Feedback: 55% of customers reported that the AI system helped them feel more confident in their purchasing decision, 30% felt it was "too much information," and 15% were concerned about data privacy. • Sales Impact: Sales of vehicles equipped with the AI personalization system have risen by 20% in the last 6 months compared to vehicles sold without it. However, the showroom has reported slightly longer customer interactions due to the time required to set up the personalization system.		

A] Analyze how GreenAuto's AI-powered personalization system influences consumers' perception of the brand and the product. What motivational factors (e.g., intrinsic or extrinsic) drive consumer adoption of the system? Use concepts from consumer behavior theory to support your analysis.	25	CO4
B] Analyze how the AI-powered personalization system influences consumer decision-making in the context of purchasing an electric vehicle. Consider factors such as perceived value, trust in technology, and emotional versus rational decision-making. What roles do these elements play in shaping the overall consumer experience, and how can GreenAuto enhance this experience to boost sales and customer satisfaction?	25	CO4