

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May 2021

Course: Consumer Behaviour & Market Research

Semester: IV

Program: BBA (Aviation Operations)

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 cultural perspective, 'Enculturation' means _____ and 'Acculturation' means _____.	CO1
Q2	The four important sources of consumers' information searches are _____, _____, _____ and _____.	CO1
Q3	In diffusion of innovation process, the categories of consumers' adoption of innovation are _____, _____, _____, _____ and _____.	CO1
Q4	The three elements of customer value are _____, _____ and _____.	CO1
Q5	The four major limitations of secondary data are _____, _____, _____ and _____.	CO1
Q6	The four important characteristics of opinion leaders are _____, _____, _____, 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	How do marketers use perceptual maps in positioning brands within the same product category? Design & explain the perceptual map for various Airlines of Indian Aviation Industry.	CO2
Q8	Explain the concepts of Classical and Operant Conditioning and their marketing implications. Give suitable marketing examples.	CO2

<p>service organizations like hotels, airlines, Universities have accepted the well-maintained beard as a formal appearance of employees or students. Because of this, various companies including Gillette are now facing the problem of low sales. Gillette approaches you as a young marketer to design some strategies to change the attitudes of Indian youth towards clean shave.</p>	
---	--