Name: Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May 2021

Course: Consumer Behaviour & Market Research Program: BBA (Aviation Operations) Course Code: MKTG – 2002 Semester: IV Time: 3 Hours Max. Marks: 100

SECTION A

1. Attempt all questions. Each question carries 5 marks.

2. Instruction: Complete the given statements.

S.N.	Questions	СО
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,,,,,	CO1
Q6	The four important characteristics of opinion leaders are,, and	CO1
1. 2.	SECTION B Attempt all questions. Each question carries 10 marks. Instruction: Write your views/arguments. Give suitable examples to justify your view	vs.
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

Q9	 "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 brands/organizations: (a) Doordarshan (b) BSNL (c) Air India 	CO3
Q10	"Marketers must monitor the evolving structure of Indian family, 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.	CO3
Q11	The Marketing Manager of a reputed Airline is concerned with the attitudes of customers have towards various aspects the airline, and whether they would recommend the airline 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 self-check-in kiosks and mobile apps, their satisfaction level with services (pre-flight, in-flight and post-flight) 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.). SECTION-C Attempt the given question. It carries 20 Marks. Instruction: Write your detailed views/arguments.	CO3
Q12	 (a) The world is taking up a healthier turn for good as people seem to accept the inclusion of organic food as a part of their daily life. And why not, one should always consume the safest produce. Yet, the rate of adoption has been slow in the Indian market. Indian population, which represents almost 20% of the world's population, consumes less than 1% of world's total organic produce, despite having the largest organic farmland. To what extent do you think that COVID pandemic and health-related concerns will change the consumer behaviour towards organic food products? Using demographic and psychographic variables, prepare the profile of target customers who could be targeted for organic food products. (b) Nowadays you can easily notice young Indians with heavy beards and mustache. This is now considered a new lifestyle statement among youths. Besides, some 	CO4

service organizations like hotels, airlines, Universities have accepted the wellmaintained 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.