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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN
End-Semester Examination – May, 2018

Program/course: BBA (AVO)   Semester – IV
Subject: Consumer Behaviour and Market Research   Max. Marks   : 100
Code   : MKTG2002   Duration   : 3 Hrs
No. of page/s: 3

Section A: Attempt all the Questions [2x10 = 20 Marks]
Q1. Multiple choice questions and fill in the blanks-

i) This theory focuses on the measurement of personality in terms of specific psychological characteristics-
(a) Trait theory
(b) CAD theory
(c) Freudian theory
(d) None of the above

ii) It means assigning human personality traits/characteristics to a brand, to achieve differentiation-
(a) Brand identity
(b) Brand personality
(c) Consumer materialism
(d) Brand association

iii) According to VALS framework, consumers dimension groups having high resources does not include-
(a) Innovators
(b) Thinkers
(c) Achievers
(d) Strivers

iv) The framework for exploring consumer acceptance of new products is drawn from the area of research known as -
(a) Adoption of innovations
(b) Diffusion of innovations
(c) Innovation theory
(d) Learning theory

v) Theory of learning which is based on mental information processing, often in response to problem solving -
(a) Cognitive theory
(b) Behavioral theory

(c) Both (a) and (b)
(d) None of the above

vi) _____ is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object.

vii) Those individuals who purchase technologically advance product soon after their market debut are known as_____.

viii) When the firm concentrates on serving many needs of a particular customer group, they are following _____specialization strategy.

ix) Social class group which have a keen interest in obtaining the "better things in life" is best classified as _____class.

x) _____ theory states that individuals compare their own possessions against those of others to determine their relative social standing -

Section B: Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Q2. What is VALS framework? Discuss.

Q3. What is consumer learning and its elements? Discuss importance of consumer learning for marketers.

Q4. What are the criteria for effective targeting of market segments? Support your answer with relevant examples.

Q5. Explain consumer research process.

Q6. Social class influences consumer behavior. Do you agree or disagree with this view? Justify your answer with relevant examples.

Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Q7. Discuss black box model of consumer behavior. Provide relevant examples to support your answer.

Q8. Explain "perception" in context of consumer behavior? Describe perceptual selection, perceptual organization and perceptual interpretation. Also, discuss role of perception in marketing strategy.

Q9. A marketer of health foods is attempting to segment a certain market on the basis of consumer self-image. Describe the types of consumer self-image and discuss which one(s) would be most effective for the stated purpose.

Section D: Analytical/Situational/Case based:
Q10. Attempt all the questions [2x15 = 30 Marks]

Case

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income groups were content with semi- automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions-
   a) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.
   b) What should be the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales?