



Name:	
Enrolment No:	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Course: Consumer Behaviour & Market Research**  
**Program: BBA (Foreign Trade)**  
**Time: 03 hrs.**

**Semester: IV**  
**Code: MKTG 2002**  
**Max. Marks: 100**

**SECTION A**

S. No.		Marks	CO
Q 1	<b>Attempt all parts. All parts carry equal marks.</b>	[20]	
i.	Which is not a component of Attitude: a) Cognitive                  b) Affective                  c) Behavioural                  d) Hedonic	[2]	CO1
ii.	Any relatively permanent change in behaviour due to _____ is called as learning. a) Reinforcement          b) Experience                  c) Observation                  d) Exposure	[2]	CO1
iii.	Findings tend to be objective and can be generalized in _____ research. a) Quantitative                  b) Qualitative                  c) Causal                  d) Longitudinal	[2]	CO1
iv.	The unique image of the product in customer's mind is called: a) Positioning          b) Brand Differentiation          c) Product Mapping          d) Brand Image	[2]	CO1
v.	The process of learning other's culture is known as: a) Enculturation          b) Acculturation                  c) Cross Culture                  d) Cultural Integration	[2]	CO1
vi.	Judging someone on the basis of one's perception of the group to which that person belongs: a) Halo Effect                  b) Projection                  c) Contrast Effect                  d) Stereotyping	[2]	CO2
vii.	Age, religion, race, ethnicity, geography, and lifestyle are key points of _____: a) Social class                  b) Culture                  c) Subculture                  d) Values	[2]	CO1
viii.	Husband, wife and their children living together is known as _____. a) Household          b) Extended Family                  c) Joint Family                  d) Nuclear Family	[2]	CO1

ix.	Self-expressive, expensive, purchased infrequently and extensive information search are the key points of _____ buying decision behavior. a) Complex      b) Dissonance reducing      c) Habitual      d) Variety seeking	[2]	CO1
x.	_____ are the information collected through friends, relatives and neighbors. a) Pre purchase search      b) Commercial sources c) Personal sources      d) Post purchase search	[2]	CO1
<b>SECTION B</b>			
	<b>Attempt any <u>FOUR</u> questions.</b>	[20]	
Q 2	“Post purchase behavior of consumer is more important for marketing manager than pre-purchase behavior.” Explain.	[5]	CO1
Q 3	Distinguish between Psychographic and Demographic variables for understanding consumer behavior.	[5]	CO2
Q 4	Using any Indian TV advertisement, analyze the role of ‘Corporate Social Responsibility’ in developing the favorable attitude towards a product.	[5]	CO3
Q 5	A packaged goods manufacturer receives many thousands of customer letters a year. Some are complaints and some are compliments. They cover a broad range of topics. Are these letters a possible source for exploratory research? Why or why not?	[5]	CO1
Q 6	Explain AIDA model.	[5]	CO2
<b>SECTION-C</b>			
	<b>Attempt any <u>THREE</u> questions.</b>	[30]	
Q 7	“Marketers must monitor the 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.	[10]	CO3
Q 8	What do you understand by culture and sub-culture? With the help of suitable examples, analyze the impact of culture and sub-culture on consumer buying behaviour.	[10]	CO2 CO3
Q 9	“Attitudes are a learned predisposition.” Explain. With the help of suitable example, Discuss the various strategies used by marketers to change the attitude of consumers.	[10]	CO2 CO3

Q 10	With the help of suitable examples, analyze the factors, which influence consumers' purchase decision-making process?	[10]	CO2
<b>SECTION-D</b>			
	<b>Attempt all questions.</b>		
Q 11	A hospital wants to find out the profile of patients who visit the hospital, how they evaluate the feature/services provided, their satisfaction level and also want them to suggest ways to improve the quality of hospital operations. Using different types of questions (open-ended, multiple choice, rating scale etc), design a questionnaire.	[10]	CO4
Q 12	KK Sweets is one of the famous sweet shops of Dehradun, operating since 1970. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram's, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, customer relationship management) for KK Sweets for handling these issues.	[20]	CO5

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**SECTION A**

S. No.		Marks	CO
Q 1	<b>Attempt all parts. All parts carry equal marks.</b>	[20]	
i.	_____ analysis is the effort to determine to what extent the consumers of two or more nations are similar or different. a) Cross Cultural      b) Sub Cultural      c) Ethnocentrism      d) Acculturation	[2]	CO2
ii.	_____ controls the flow of information about a product into the family. a) Influencer      b) Gatekeeper      c) Decider      d) Initiator	[2]	CO1
iii.	Products promoted in movies, film and songs are the example of: a) Absolute threshold      b) Just Noticeable Difference c) Subliminal Perception      d) Surrogate Advertising	[2]	CO1
iv.	All persons, both related and unrelated, who occupy a housing unit is known: a) Joint Family      b) Nuclear Family      c) Household      d) Bachelorhood	[2]	CO1
v.	The process of learning own culture is known as: a) Acculturation      b) Enculturation      c) Cross Culture      d) Cultural Integration	[2]	CO1
vi.	Which source of data will be most suitable for measuring the status of Non-Performing Assets (NPA) in India: a) Primary      b) Secondary      c) Primary & Secondary      d) None of the above	[2]	CO1
vii.	Drawing a general impression about an individual based on single characteristic is known as: a) Stereotyping      b) Projection      c) Halo Effect      d) Contrast Effect	[2]	CO2
viii.	In psychographic segmentation, consumers are subdivided into different groups based on AIO. AIO stands for: a) Awareness, Innovation, Operations      b) Approach, Interest, Openness c) Access, Information, Opinion      d) Activities, Interests and Opinions	[2]	CO1

ix.	_____ buying behavior occurs under conditions of low-consumer involvement and little significant brand difference. a) Complex c) Variety seeking	b) Habitual buying d) Dissonance reducing buying	[2]	CO1
x.	_____ is the tendency to consider domestic products are better than foreign products. a) Xenocentrism c) Product Appeal	b) Country of Origin effect d) Ethnocentrism	[2]	CO1
<b>SECTION B</b>				
	<b>Attempt any <u>FOUR</u> questions.</b>		[20]	
Q 2	“Understanding consumer behaviour is the prerequisite for framing effective marketing strategies.” Explain.		[5]	CO2
Q 3	Analyze the concept of ‘Operant Learning’ and its marketing implications.		[5]	CO2
Q 4	Using any Indian TV advertisement, analyze how is the concept of ‘Social Class’ being applied by marketer to develop marketing strategy?		[5]	CO3
Q 5	Based on your own experience and observations, what are the changes the demonetization has brought in Indian consumers’ behavior?		[5]	CO2
Q 6	A multinational fast-food corporation plans to locate a restaurant in Dehradun. Secondary data for this city are sketchy and outdated. How might you determine the best location using observation technique?		[5]	CO2
<b>SECTION-C</b>				
	<b>Attempt any <u>THREE</u> questions.</b>		[36]	
Q 7	Define attitude. With relevant arguments, suggest some attitude changing strategies for the following: (a) Nokia (b) e-Rickshaw (c) Shaving for Men		(d) Clean Ganga (e) State Bank of India (f) Cast the vote in General Election	[12] CO1/ CO5

Q 8	<p>“An individual’s family plays a prominent role influencing his buying behaviour.” Discuss with suitable examples. What type of family decision (wife-dominated, husband-dominated etc.) can you expect in the following and why?</p> <p>(a) Play Group for Kids                      (b) Personal care product like Deodorants (c) Mutual Funds                                (d) Home décor products</p>	[12]	CO3
Q 9	<p>In the light of the globalization of the Indian economy and market, do you think that the global perspective in understanding the consumer is more suitable than the perspective of cultural meaning? Justify your answer.</p>	[12]	CO4
Q 10	<p>Explain the various segmentation bases used by marketers, with suitable illustrations. Suggest the profile of target customer for the following, giving reasons:</p> <p>(i) Tupperware      (ii) Sugar Free      (iii) LensKart      (iv) Ola      (v) Tanishq</p>	[12]	CO4

**SECTION-D**

Q 11	<p><b>Read the case carefully and answer the questions given at the end.</b></p>		
	<p style="text-align: center;"><b><u>Brand Ambassador: employing real customers to get the word around</u></b></p> <p>People love talking about things that make them happy - including their favorite products and brands. For example, if you really like an airline - they fly with flair and get you there at a reasonable price or you just love your recently acquired Sony camera - it is too good to keep the knowledge of the experience to yourself. In the old days, you would have chatted up these brands with a few friends and family members, but these days technology allows you to spread the word about products and brands experiences to thousands of other consumers.</p> <p>In response, Marketers are now working to harness the new found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. These programs employ everyday consumers who are passionate about their products to act as part Public Relations agents and part sales representatives.</p> <p>Marketers select their brand ambassadors very carefully, based on customers' devotion to a brand and the size of their social circles. Once selected, the ambassadors are trained with real brand knowledge to go along with their passion for the brand. The ambassadors then tap into friends, family groups and wider audience through personal conversations, blogs, and online social media.</p>		

	<p>For the ambassador, rewards include product samples, gifts, discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new products and services about to be launched. Brand ambassador programs leverage the power of peer to peer communication. Consumers hear about products and brand experiences from others just like themselves - people they trust - rather than from commercial marketing sources.</p> <p>Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Sony selected customer ambassadors who like to travel, take pictures and use online communications. 'This is a product with emerging technology and we really need to let consumers see people using it' says Sony's director of digital imaging.</p> <p>Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lessons on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked; handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site. College campuses are traditional fertile ground for ambassadors. Marketing companies identify and manage college student ambassadors for diverse products and services.</p> <p>The brand ambassador approach has its critics. For example, some view the practice as underhanded or deceptive, most firms advise their ambassadors to openly reveal that they are representatives. Others worry that brand ambassadors may be perceived as pressure agents who promote products because they get free stuff - or worse, as annoying interfering people best avoided. The best ambassadors, however, it has been found, are people who are seen as friendly, everyday brand loyalists for love to talk to people about their own experiences.</p> <p><b><u>Questions:</u></b></p> <p>(a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought products and services? How would your answer change if the product in question was detergent or cooking oil?</p> <p>(b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer.</p> <p>(c) Comment upon Sony's strategy of using brand ambassadors to launch its cameras. What can be the possible dangers of using this approach?</p>	<p>[8]</p> <p>[8]</p> <p>[8]</p>	<p>CO4 CO5</p>
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