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<b>Name of the College</b> (Please tick, symbol is given)	:	COES		CMES	✓	COLS	
<b>Program</b>	:	BBA Oil & Gas					
<b>Semester</b>	:	III					
<b>Name of the Subject (Course)</b>	:	Consumer Behavior & Market Research					
<b>Course Code</b>	:	BBCM 152					
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Roll No: -----



## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: BBA (OG)

Subject (Course): Consumer Behavior & Market Research

Course Code: BBCM 152

No. of page/s: 2

Semester – III

Max. Marks : 100

Duration : 3 Hrs

### Section A

10 x 2 = 20 marks

1. \_\_\_\_\_ is the function that links an organization to its market through the gathering of information.
2. The fundamental purpose of \_\_\_\_\_ is to allow a firm to plan and execute the pricing, promotion, and distribution of products, services, and ideas in order to create exchanges that satisfy both the firm and its customers.
3. According to this \_\_\_\_\_ strategy, companies build long-term relationships with customers by offering value and providing customer satisfaction
4. \_\_\_\_\_ is a process used to gather market-driven data in order to learn more about customers' needs and behaviors for the purpose of delivering added value and satisfaction to the customer.
5. The purpose of a \_\_\_\_\_ analysis is to monitor the appropriateness of a firm's marketing strategy and to determine whether changes to the strategy are necessary.
6. \_\_\_\_\_ analysis provides useful information for identifying those people (or companies) that an organization wishes to serve.
7. \_\_\_\_\_ studies are designed to assess the strengths and weaknesses customers perceive in a firm's marketing mix.
8. \_\_\_\_\_ analysis seeks to estimate the level of customer demand for a given product and the underlying reasons for that demand.
9. \_\_\_\_\_ is a process in which a company seeks to establish a general meaning or definition of its product offering that is consistent with customers' needs and preferences.
10. A research task related to competition analysis is \_\_\_\_\_ analysis, which is a commonly used research approach for evaluating competitors' strategies, strengths, limitations, and future plans.

**Section B**

**4 x 5 = 20 marks**

1. Provide three examples of how marketing research helps marketing personnel make sound strategic decisions.
2. Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in present scenario?
3. Name 3 products that are presently culturally unacceptable. What marketing strategies would you use to overcome this cultural resistance?
4. Discuss the importance of target market analysis. How does it affect the development of strategy for a particular company?

**Section C**

**3 x 10 = 30 marks**

1. Discuss the relationship between marketing research and customer relationship management (CRM) & also provide the examples of marketing research studies.
2. Describe and explain the impact marketing research has on marketing decisions.
3. Explain the demographic and psychological factors influencing consumer behavior with relevant examples.

**Section D**

**2 x 15 = 30 marks**

1. Explain the specific differences that exist between *raw data*, *data structures*, and *information*. Discuss how marketing research practices are used to transform raw data into meaningful bits of information.
2. "In a highly competitive Marketing Environment, it is only those firms which have been able to define their market in terms of consumer needs they will satisfy, will be termed as successful marketers." Explain the above statement with reference to the impact that Motivation has on Consumer Behavior.

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### Section A

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1. \_\_\_\_\_ factors comprise of set of values and ideologies of a particular community or group of individuals.
2. \_\_\_\_\_ anything that can be offered to a market that can satisfy a need or want
3. \_\_\_\_\_ are simple line extensions, designed to flesh out the product line as offered to the firm's current markets.
4. During the \_\_\_\_\_ stage, the product is established and the aim for the manufacturer is now to maintain the market share they have built up.
5. The purpose of a \_\_\_\_\_ analysis is to monitor the appropriateness of a firm's marketing strategy and to determine whether changes to the strategy are necessary.
6. \_\_\_\_\_ analysis provides useful information for identifying those people (or companies) that an organization wishes to serve.
7. \_\_\_\_\_ studies are designed to assess the strengths and weaknesses customers perceive in a firm's marketing mix.
8. \_\_\_\_\_ analysis seeks to estimate the level of customer demand for a given product and the underlying reasons for that demand.
9. \_\_\_\_\_ is a process in which a company seeks to establish a general meaning or definition of its product offering that is consistent with customers' needs and preferences.
10. A research task related to competition analysis is \_\_\_\_\_ analysis, which is a commonly used research approach for evaluating competitors' strategies, strengths, limitations, and future plans.

**Section B**

**4 x 5 = 20 marks**

1. Provide three examples of how marketing research helps marketing personnel make sound strategic decisions.
2. How can marketers influence the information search process of their consumers? Illustrate by taking suitable example.
3. Discuss family influences on buying decisions. Explain the role played by family members in buying:-
  - a. Birthday gift to son
  - b. Car
  - c. Home furniture.
4. Discuss the importance of target market analysis. How does it affect the development of strategy for a particular company?

**Section C**

**3 x 10 = 30 marks**

1. Discuss the relationship between marketing research and customer relationship management (CRM) & also provide the examples of marketing research studies.
2. Discuss how marketing research fits into the strategic planning process.
3. Explain the demographic and psychological factors influencing consumer behavior with relevant examples.

**Section D**

**2 x 15 = 30 marks**

1. As the marketing research industry expands in the new century, what skills will future executives need to possess? How do these skills differ from those currently needed to function successfully in the marketing research field?
2. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behavior will help you in your segmentation strategy and promotion strategy. What are the consumer behavior variables that are crucial to your understanding of this market?