UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – Dec, 2020

Program: BBA-(OG)   **Semester: III**
Subject/Course: Consumer Behaviour and Market Research   **Max. Marks: 100**
Course Code: MKTG 2002   **Duration: 3 Hours**

Section A

1. **Each question will carry 5 marks**
2. **Instruction: Complete the statement / Select the correct answer(s)with reason/Match/fill it**

Q.No	Question Content	CO
Q1.	Which are the following is buying behavior? (pick all the correct answer) a) Complex Buying Behaviour b) Resonance Reducing Buying Behaviour c) Impulse Buying Behaviour d) Compulsory Buying Behaviour	CO1

Q2.	A person, who first suggest the idea of buying any product is called-------
	    a) Buyer
	    b) Influencer
	    c) Initiator
	    d) Consumer
	    e) All of these
	
	(Give reason in 20 words)
		CO1

Q3.	People having similar lifestyle, norms, values, behaviours and interests are grouped in --------
	    a) Personal Class
	    b) Social Class
	    c) Middle Class
	    d) Economical Class
	    e) All of these
	
	(Give reason in 20 words)
		CO1

Q4.	A behaviour, where consumer does the proper study before purchasing the product is ------------- (Give reason in 20 words)	CO1

Q5.	Write Short Notes on **any two** with example on the following---
	    a) Howard-Seth Model
	    b) Sampling Technique
	    c) Market Research Process
		CO2

Q6.	The table given below are the two sets--- one for the initiative by the consumer to buy something and the second is for specific Behaviour he/she shows. Find the appropriate matching codes.	CO1

Set 1	Set 2
(a) Ajay always look for new variety of deo. (b) Riya has planned to buy a scooty and does all the research before buying (c) Mr. Sharma ordered his mobile cover online but not satisfied with the colour (d) Aryan accompanied his friend Abmit when he was going for shopping T-shirts but instead Aryan bought 3 T-shirts	(i) Impulse Buying Behavior (ii) Variety Seeking Buying Behaviour (iii) Dissonance Reducing Buying Behaviour (iv) Complex Buying Behaviour

Section B

1. **Each question will carry 10 marks**
2. **Instruction: Write short / brief notes in bullet points and keyword in bold**

Q7.	How market research, using data from secondary sources (Census of India) can benefit to Business expansion. (Explain the link of data and Market Research Problem in max 100 words & write in bullet points)	CO2
Q8.	Design a questionnaire to study the market potential for broad band service in semi urban area during this covid-19.(exclude the demographic /Personal questions) (Ans in max. 200 words)	CO2

Q9.	Plot the **bar graph** and **pie chart** based on the given data and interpret the result :	CO3

Age Group		Income Group		Education Group		Bread Consumption type	
in yrs	Freq.	Rs. 000'	Freq.	Last qualification	Freq.	Bread Type	Freq.
10-20	**90**	0-10	**100**	10th	**120**	Wheat	**80**
20-30	**120**	10-30	**130**	12th	**100**	Brown	**120**
30-40	**155**	30-50	**150**	UG	**150**	Sandwich	**150**
40-50	**75**	50-70	**80**	PG	**90**	White	**100**
50-60	**60**	70-100	**40**	Ph.D	**40**	Multigrain	**50**
Total	500		500		500		500

Q10.	Discuss the factors that influence the consumer's behaviour in the context of a high involvement product of their choice (Ans in max 200 words)	CO3

Q11.	From the given questionnaire in Q12, based on the answers of Question no. 5 & Question No. 18 the data has been given in the following table. Do you think that frequency of purchasing bread is dependent on Income group?(consider 5% Level of significance and Chi-square table value is 16.92)	

		Income Group(in Rs.)				Total
		< 10000	10000-30000	30000-50000	>50000	
Frequency of Purchase	Daily	10	50	40	20	120
	Weekly Twice	30	60	60	30	180
	Weekly once	20	30	30	10	90
	Monthly Once	30	60	10	10	110
	Total	90	200	140	70	500

a) Write Null and Alternate Hypothesis
b) Calculate Using formula/Test Statistic
c) Reject or Accept Null hypothesis comparing calculated value with table/critical value

CO4

Section C (Case Study)
1. **This question will carry 20 marks including all the parts**
2. **Instruction: Write in bullet points and keyword in bold**

Q12.	

Questionnaire

(A) General Particulars
1. Name --------
2. gender: _____   Male ☐   Female ☐   Other ☐
3. Age in Years:
   (a) < 20   (b) 20 to 30 (c) 31 to 40 (d) 41 to 50 (d) > 50
4. Educational Level:(a) High School   (b) Under graduate (c) Post Graduate (d) Others Specify
5. Monthly Income of the family:_____
   (a) Less than 10000   (b) 10000- 30000 (c) 30000- 50000(d) > 50000
6. Occupation:_____
7. Govt. Employee (b) Private Employee (c) Business(d) Others specify
8. Family size:_____
   (a) No. of adult –male_____   female_____
   (b) No. of children---Male_____   female _____
9. Number of earning members in the family_____

(B) Consumption Pattern
10. Do you eat bread?- Yes/No
11. How many brands known to you? (a) 1   (b) 2 (c) 3 (d) 4 (e) >4
12. How do you know about brands of bread?
   (a) Retail shop display(b) TV advertisement (c) Relatives and neighbors
       (d) news Papers (e) Magazines (f) others specify-----
13. Please tick the type of bread you usually consume?
   (a) Milk bread (b) Sweet bread (c) Wheat bread (d) White bread (e) brown bread (f) Sandwich bread

CO4

14. When do you consume bread?
    (a) Morning (b) Evening (c) Night (d) Not any fix time
15. How do you consume bread?
    (a) Regular diet (b) When sick (c) For a change (d) As a snack
16. In which form you usually eat.
    (a) Bread Toast (b) With butter, (b) Jam, sauce/cheese (c) With Milk,
       Coffee, Tea (d) Sandwich (e) Specify other-----
17. From where do you buy bread?
    (a) Bakery (b) Grocery (c) Medical shop (d) Specify other-----
18. How frequent do you buy bread?
    (a) Daily (b)   Twice in a weak (c) Once in a weak (d) Monthly Once
19. Which pack size do you prefer to buy?
    (a) 200g (b) 300g (c) 400g (d) 600g (d) Specify other-----

20. Who will decide the purchase time, place and brand?
    (a) Children (b) Adult female (c) Head of the family (d) Elder Person
21. Rate the factors influencing the purchase of bread?
    (Most important-5, Important-4, Neutral-3, Unimportant-2,   Most
    unimportant-1)

    Save time   -------   **Reduce the work load ------**

    Preferred by elder person in the   Good taste -------
    family   -------

    Reasonable price   --------   **Easy availability ------**

    Advertisement --------   **Package attractiveness ------**

    Preferred flavor --------   **Peer group Influence ---------**

Questions:
   a) Give a suitable "**Title**" to this Market Research Study.
   b) Identify the **Research Objective(s)**, which leads to design the above-mentioned
      Questionnaire for data collection.
   c) Identify the **Respondents/(Consumer and buyer)** looking at data collection tool
      (Questionnaire).
   d) Identify the required **Analytical tool(s)** to meet the Research Objective
   e) How could the **Finding** from this study help to enhance the bakery business