

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – May, 2021

Course: Consumer Buying Behavior
Program: MBA (Mkt)
Course Code: MKTG 7002

Semester: II
Time: 03 hrs.
Max. Marks:100

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement/Select the correct answer (s)

S.No.	Question	COs
Q1	Segmentation explained by motivation, perception, learning and attitude of an individual is known as a. Socio cultural segmentation b. Use-situation segmentation c. Psychological segmentation d. Use-related segmentation	CO1
Q2	Valence and expectancy theory for consumer motivation is given by a. Maslow b. Herzberg c. Vroom d. Freud	CO1
Q3	Which of the following is not a part of John Bearden's Big five model? a. Agreeableness b. Extroversion c. Submissiveness d. Conscientiousness	CO1
Q4	j.n.d means _____	CO1
Q5	CETSCALE is _____	CO1
Q6	Fixated consumption is _____	CO1
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short/brief notes		
Q7	What is consumer ethnocentrism? Explain ethnocentric, geocentric and polycentric behavior with examples.	CO2
Q8	Explain different types of selective perceptions with examples.	CO2
Q9	Explain with examples how ethics can be an issue w.r.t. learning of consumer behaviors.	CO3

Q10	Discuss how culture impacts consumer behavior with the help of examples.	CO3
Q11	With the help of examples explain the significance of at least five types of reference groups that impact consumer buying behavior.	CO3
	SECTION C 1. Each Question carries 20 Marks 2. Instruction Write long answer.	
Q12	Do you think consumer behavior is impacted when a Brand is caught up in controversies? Explain the phenomenon of cognitive dissonance a consumer might face after buying a controversial product. Support your answer with Brand examples that were caught up in controversies. Or With the help of your favorite motivation, perception, learning or personality theories you have studied discuss how attitude of consumer can change towards buying electric cars.	CO4