UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Consumer Behavior   **Semester: III**
Programme: BBA E Business   **CC:** MKTG 2012
Time: 03 hrs.   **Max. Marks: 100**
Instructions:

1.	Attempt all parts. All parts carry equal marks.	Marks	CO
(i)	Consumer behavior is a study of - (a) Individuals (b) Groups (c) Organization (d) All of the them	[2]	CO1
(ii)	Which is NOT one of the marketing concepts? (a) Production (b) Societal Marketing (c) Product (d) Market Research	[2]	CO1
(iii)	Factor NOT influencing consumer behavior is : (a) Psychological (b) Cultural (c) Social (d) Anatomical	[2]	CO1
(iv)	Consumer Behavior uses lots of concepts of - (a) Psychology (b) Geography (c) Chemistry (d) Geology	[2]	CO1
(v)	A marketing strategy in which an advertiser compete for exposure against competing advertisers. (a) Ambush Advertising (b) Pull Strategy (c) Push Strategy (d) Skimming Strategy	[2]	CO1
(vi)	Which is NOT a bases of segmentation - (a) Psychographic (b) Behavioral (c) Demographic (d) Catastrophic	[2]	CO2
(vii)	Celebrity represents the brand or the company over an extended period of time is called as (a) Endorsement (b) Testimonial (c) Actor (d) Spokesperson	[2]	CO2
(viii)	Learned predisposition to respond in a consistently favorable or unfavorable way towards an object or a person is called as (a)Perception (b) Attitude (c) Motivation (d) Learning	[2]	CO2
(ix)	Which of the following is not a reference group? (a) Normative (b) Aspirational (c) Nordic (d) Disclaimant	[2]	CO2
(x)	Cognitive dissonance leads to -	[2]	

	(a) Consistency of thoughts (b) Chauvinism (c) Inconsistency of thoughts (d) Socialism			CO2
	SECTION B (Attempt any Four Questions)			
2.	Define marketing concepts. Explain the importance of societal marketing in current business environment.	[5]		CO1
3.	Define the key determinants of consumer behavior? Explain cultural & social determinants with examples.	[5]		CO2
4.	Explain behavioral learning theories.	[5]		CO3
5.	What is diffusion of innovation? Explain adopter categories in diffusion of innovation.	[5]		CO3
6.	Explain ethnography and grounded theory with its applications in business.	[5]		CO4
	SECTION C (Attempt any Three Questions)			
7.	Define Segmentation, targeting and positioning. Explain the bases of segmentation with the help of suitable examples.	[10]		CO2
8.	Explain positioning, repositioning and umbrella positioning with the help of suitable examples. Write in brief about perceptual mapping.	[10]		CO3
9.	Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.	[10]		CO4
10.	Define research process and explain steps in research process in detail.	[10]		CO5
	SECTION D (Attempt Any One Case Study)			
11.	Stimulus generalisation is one of the outcome of consumer learning. It enables marketers to extend the number of product versions and also introduce new forms of products under existing brand names that are strongly recognised and favoured by consumers. However such extensions designed to provide more choice to consumers, sometimes result in consumer confusion and frustration. For example, consumers must choose among toothpastes providing different benefits (e.g. plaque control, special benefits for sensitive teeth, control of gum disease) that are offered in different forms (e.g. paste, gel, in combination with mouthwash) and in many flavours. In addition to toothpastes that claim to provide consumers with bright smiles and perfectly white teeth, there are many teeth whitening products in the forms of strips, gels and liquids. There are also many versions of dental floss, varied in flavour, thickness and proclaimed strength to penetrate tight spaces between teeth. Almost all the toothpastes and other oral care products are offered by either Pepsodent or Colgate – two highly successful brands that have been competing with one another for decades. Facing saturated markets and competition, the two brands have been trying to get consumers to use more toothpaste and related products and households to buy more than a single versions of toothpaste. The two marketers do so by offering consumers a seemingly endless array of ways to care for their teeth. However some experts point out that the result is consumer confusion and frustration. First, consumers must decide which toothpaste is right for them. Then they must find it in shelves crowded with many versions and doing so takes time. Since stores cannot carry all of the versions all the time they often alternate the toothpaste items	[30]		CO2/ CO3/ CO5

carried and at times, consumers may be unable to purchase their preferred versions of toothpaste in the stores where they regularly shop. There is also the anxiety that one is missing out on something by being brand loyal to a particular brand or flavour while all the new and exciting toothpastes are coming out. While it is apparent that stimulus generalization benefits marketers, it can also produce consumer confusion.

Questions:

1. Do the potential negative outcomes of using stimulus generalizations outweigh the benefits of using this concept to offer consumers more choice and ways to care for their teeth and oral hygiene? Explain.
2. How can the marketers of Pepsodent and Colgate reduce consumer confusion regarding toothpastes and related oral care products?

12.	There is a growing trend among the urban youth population to buy personal belongings to reflect the symbolic appeals of being trendy and modern. FastTrack, the wristwatch brand from Titan, has introduced several trendy designs. The brand has also launched trendy eyewear and used a film celebrity to promote this line. Apart from Fast track, Titan also used a film celebrity for the Titan brand of watch. It also has Sonata watch for which it used a cricket celebrity. Questions: 1. Discuss the cultural dimensions related to such a strategy of Titan. 2. Why is Titan using different celebrity for their different brands? What is a celebrity appeal?	[30]	CO2/ CO3/ CO5