

Name:

Enrolment No:



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

Course: Consumer Behaviour and Market Research (CLNL2015)
Programme: BBA -LLB (Hons.) Corporate Law & BFIT /B.Com-LLB TL
Time: 03 hrs.

Semester: IV
Max. Marks: 100

Instructions:

Attempt **all questions** from **Section A** (each carrying 1x 10 mark=10 marks); any **Five Questions** from **Section B** (each carrying 5x4 marks= 20 marks), any **Four Questions** from **Section C** (each carrying 4x5 marks=20 marks). **Section D** (50 marks).

Section A

1.	a. The field of consumer behavior is rooted in the- a. Management concept b. Marketing concept c. Societal concept d. All the above.	1	CO1
	b. In the present business scenario consumer behavior is complex due to – a. Competition b. Rapid pace of innovation c. Declination of product differentiation d. All of these	1	CO1 CO2 CO1
	c. _____ is one of the most basic influences on an individual need, wants and behaviour. a. Brand b. Culture c. Product d. Price	1	
	d. Consumer behaviour can be defined as- a. A field of study focusing on marketing activities b. A field of study focusing on consumer activities c. A study of pricing d. A study of decision rules	1	CO2 CO4
	e. Theorists believe that people learn through mental processes. a. Behavioural b. Cognitive c. Affective d. Involvement	1	

	<p>f. In effective target market, marketers should focus on</p> <ol style="list-style-type: none"> Market Targeting Market Segmentation Market positioning All the above <p>g. Research process would be defined as-</p> <ol style="list-style-type: none"> Researcher plan of action A method of data collection The stages or steps None of these <p>h. Consumer research has three approaches are-</p> <ol style="list-style-type: none"> Observational, interview and survey Observational, interviews and survey, experimentation Observational, critical relativism, experimentation None of these <p>i. Which of the following would be the best illustration of a subculture?</p> <ol style="list-style-type: none"> Family Religion University None of these <p>j. Norms are derived from-</p> <ol style="list-style-type: none"> Laws Cultural values Education Law enforcement officials 	1	CO2 CO3 CO3 CO4
SECTION B (Attempt any 5 questions)			
1	Define Consumer behavior.	4	CO1
2.	Write theories of personality.	4	CO1
3	Define brand personality	4	CO1
4	What is consumer research?	4	CO4
5	What are the components of social class?	4	CO5
6	Write down various factors affecting consumer behaviour in market.	4	CO2
SECTION C (Attempt any 4 questions)			
1.	Differentiate between culture and subculture?	5	CO5
2.	How does personality affect consumer behaviour?	5	CO1
3.	Discuss various phases of research process.	5	CO4
4.	Qualitative and Quantitative research. Give examples.	5	CO4
5	What are socio-cultural factors influencing consumer behaviour?	5	CO5

SECTION D

SECTION D			
1.	Explain how marketing research helps in strategic decision making.	10	CO3
2.	List down the changing Indian cultural values and show how this has resulted in many new products and advertising themes.	10	CO4
3.	Nestle -the world's largest food company. Nestle is successful because of effective marketing strategies. Discuss.	15	CO1
4	Critically discuss on perception of consumers post ban towards Maggi instant noodles.	15	CO1

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Section A

1.	1. Consumer behavior consist of which of the following activities a. Obtaining b. Consuming c. Disposition d. All of these	1	CO1
	2. According to research, there are four factors that influence consumer behavior a. Psychological, personal, social b. Cultural, organizational, personal, psychological c. Cultural, social, personal, psychological d. None of these		CO4 CO1 CO1 CO4 CO3 CO2
	3. Consumer behaviour can be defined as- a. A field of study focusing on marketing activities b. A field of study focusing on consumer activities c. A study of pricing d. A study of decision rules		
	4. Culture refers to- a. A set of values b. Ideas c. Meaningful symbols d. All of these	1	
	5. Research process would be defined as- a. Researcher plan of action b. A method of data collection c. The stages or steps	1 1 1 1 1	

	<p>d. None of these</p> <p>6. Market matching includes</p> <ol style="list-style-type: none"> Targeting Positioning Segmentation All of these <p>7. Cognitive theory believes that people learn through mental processes.</p> <ol style="list-style-type: none"> Agree Disagree Strongly agree Strongly disagree <p>8. In effective target market, marketers should focus on</p> <ol style="list-style-type: none"> Market Targeting Market Segmentation Market positioning All the above <p>9. The aim of _____ analysis is a complete detailed description.</p> <ol style="list-style-type: none"> Qualitative research Quantitative research Experiential research None of these <p>10. _____ is the action or activity of gathering information about consumers' needs and preferences, especially in relation to a product or service.</p> <ol style="list-style-type: none"> Market research Consumer research Experimental research None of these 	<p>1</p> <p>1</p> <p>1</p>	<p>CO1</p> <p>CO2</p> <p>CO4</p>
SECTION B (Attempt any 5 questions)			
1	What are the characteristics of Consumer behavior?	4	CO1
2.	What is perception?	4	CO1
3	Define personality	4	CO1
4	What is qualitative research?	4	CO4
5	Write components of social class?	4	CO5
6	What is market segmentation?		CO5
SECTION C (Attempt any 4 questions)			
1.	Differentiate between perception and learning.	5	CO1

2.	Write various factors affect consumer behaviour?	5	CO1
3.	Write stages of research process.	5	CO 4
4.	Primary data and Secondary data. Give examples.	5	CO4
5	Differentiate between consumer research and market research	5	CO3
SECTION D			
1.	Explain how research process helps in strategic decision making.	10	CO4
2.	Design a questionnaire on customer satisfaction on Maggi Noodles.	10	CO4
3.	Nestle committed a strategic vision of becoming the leading Nutrition, Health and Wellness (NHW) company in the World. Give comments with suggestions.	15	CO1
4	Assume yourself as a consultant for a marketer who wants to design a package for a premium chocolate bar targeted to affluent market. What recommendations would you provide in terms of such package elements as colour, symbolism and graphic design. Give the reason for your suggestion.	15	CO2