

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

**Course: Consumer Behaviour & Market Research**  
**Program: BBA (Specialization in Marketing)**  
**Course Code: MKTG – 2002**

**Semester: III**  
**Time: 3 Hours**  
**Max. Marks: 100**

**SECTION A**

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

S.N.	Questions	CO
Q1	The modern business environment is termed as VUCA environment. VUCA stands for _____, _____, _____ and _____.	CO1
Q2	The four important sources of consumers' information searches are _____, _____, _____ and _____.	CO1
Q3	In Sigmund Freud's psychoanalytic theory of _____, the warehouse of primitive or instinctual needs for which individual seeks immediate satisfaction are known as _____; Individual's internal expression of society's moral and ethical codes of conduct is termed as _____; and individual's conscious control that balances the demands of the id and superego is named as _____.	CO1
Q4	The four major limitations of secondary data are _____, _____, _____ and _____.	CO1
Q5	In the cross cultural understanding, 'Ethnocentrism' and 'Xenocentrism' mean _____ and _____ respectively.	CO1
Q6	In diffusion of innovation process, the categories of consumers' adoption of innovation are _____, _____, _____, _____ and _____.	CO1

**SECTION B**

- 1. Attempt all questions. Each question carries 10 marks.**
- 2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

Q7	Explain the concepts of Classical and Operant Conditioning and their marketing implications. Give suitable examples.	CO2
----	--	-----

Q8	How do marketers use perceptual maps in positioning brands within the same product category? Design & explain the perceptual map for various social media sites.	CO2
Q9	<p>“An individual’s family plays a prominent role influencing his buying behaviour.” Explain with suitable examples. Which stage of the family life cycle would constitute the most suitable segment(s) for the following products and why?</p> <p>(a) Mutual Fund                      (b) Toys                      (c) Real Estate Projects (d) Netflix                      (e) Netmeds</p>	CO2
Q10	The manager of a Fitness centre is concerned with the attitudes of customers have towards various aspects fitness centre, and whether they would recommend the centre to their friends. He has authorized the undertaking of a marketing research study to gather this information and has directed that it cover the following information – customers’ evaluation of the feature/services provided, employees’ behaviour & expertise, their satisfaction level with services, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).	CO3
Q11	Extending ‘Make in India’ campaign and emphasizing on a self-reliant, or ‘ <i>aatmanirbhar</i> ’, India, Prime Minister Mr. Narendra Modi recently said, “We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged. He also emphasized, “it is time to be vocal about local. We have to make local our motto. Every Indian should be vocal for local.” In view of this, analyze the implications of this campaign on buying behaviour of Indian consumers and marketing practices of local and global business organizations.	CO3
<p><b>SECTION-C</b></p> <p><b>1. Attempt the given question. It carries 20 Marks.</b></p> <p><b>2. Instruction: Write your detailed views/arguments.</b></p>		
Q12	In India, per-capita salt intake far exceeds the WHO-recommended maximum of 5 gram per person per day. Realizing this fact and noticing changing lifestyles and health concerns of Indian consumers, Ruchir Modi started Puro Wellness (promoted by Torrent Pharma). Puro Wellness has its main focus on producing organic food ingredients targeting people to enjoy a healthy diet without altering their lifestyle or taste.	CO4

Puro, a salt upstart claims to be 100% natural, unrefined, rich with 84 minerals, and free from any chemicals or additives. The salt gets its pinkish orange texture due to iron and other minerals naturally present in it. Ruchir Modi states, Puro is India's first health salt that works on the concept of "*namak healthy toh family healthy*". In a market where salt is synonymous with iodine and marketers have been focusing on other attributes such as free flowing and low-sodium content, the brand questions the quality of refined salts. The brand is priced at a premium - a kg costs around Rs. 99 considering that health-conscious Indians are willing to shell out extra to stay fit.

Anchored by the ever-healthy icon of Indian cinema, Anil Kapoor, Puro's brand ambassador says "Recently, we've seen a whole generation of people gravitating towards healthy food choices. But, when we talk about the ingredients that are considered 'healthy', we almost never refer to the most basic and yet the most important ingredient of them all – salt. Salt is at the very foundation of all our meals, but we often overlook the unnatural way in which it is made. The reason I chose to endorse Puro Salt is because of its commitment to preserve the natural nutritional values of salt. Health is of the utmost importance to me, and I'm happy to make a small change to my dietary habits in order to create a big difference to my physical well-being."

Puro Wellness wants to penetrate the new markets and change the habits of health-conscious Indian consumers. But, it is really tough to change the habit of Indian consumers who are consuming white salt for several decades.

**Questions:**

- (a) To what extent will, COVID pandemic and health-related concerns change the consumer behaviour towards this healthy salt. Elucidate.
- (b) Using geographic, demographic, psychographic and behavioural variables, prepare the profile of target customers who could be targeted for Puro salt.
- (c) Analyze the role of opinion leadership and celebrity endorsement in buying Puro salt.
- (d) Design an attitude-changing marketing communication campaign for Puro Salt.