

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – Dec, 2020

Program: BBA-DM

Semester : III

Subject/Course: Consumer Behavior & Market Research

Max. Marks: 100

Course Code: MKTG2002

Duration : 3 Hours

Note : Attempt All Sections

Section-A		CO
	Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	
Q.1	A buyer's decisions are influenced by _____ such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. a) Personal characteristics b) Reference groups c) Perceptions d) Attitudes e) Psychographics	CO1
Q.2	According to Freud's theories, people are _____ many of the psychological forces shaping their behavior. a) Unaware of b) Unsure of c) Aware of d) Status-driven about e) Socially conscious of	CO1
Q.3	Researchers found that a number of well-known brands tended to be strongly associated with one particular trait, such as Jeep with "ruggedness." Which of the following terms would a marketer use to describe a specific mix of human traits that may be attributed to a particular brand? a) Brand perception b) Product image c) Brand personality d) Brand concept e) Brand equity	CO1
Q.4	Learning occurs through the interplay of all of the following EXCEPT _____. a) Drives b) Stimuli c) Cues	CO1

	d) Dissonance behavior e) Reinforcement	
Q.5	A(n) _____ is a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. a) Lifestyle b) Motive c) Belief d) Attitude e) Perception	CO1
Q6.	People cannot focus on all of the stimuli that surround them each day. A person's tendency to screen out most of the information to which he or she is exposed is called _____. a) Selective retention b) Selective distortion c) Selective attitude d) Selective attention e) Selective perception	CO1
	Section-B Each question carries 10 marks Instruction: Write short/brief notes	
Q7.	With the help of examples discuss the application of absolute threshold and differential threshold.	CO3
Q8.	What are the factors that most influence the decision to purchase UV sanitizers?	CO2
Q9.	Using examples discuss the four types of loyalty.	CO1
Q10.	Explain the four basic functions of attitudes and their application in marketing.	CO3
Q11.	What five products each might be purchased using rational and emotional motives and why?	CO2
	Section-C Attempt any one, question carries 20 marks Instruction: write long answer	
Q12.	Design a questionnaire you'll ask Consumers to measure their perception on online payment systems. OR Based on your experiences and observations, what are the changes the recent COVID-19 pandemic has brought in consumer behavior and their buying decisions.	CO3 CO4