

Name:
Enrolment No:



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

Program: BBA-FAS
Subject/Course: Consumer Behavior & Market Research
Course Code: MKTG2002

Semester : IV
Max. Marks: 100
Duration : 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section C & D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer Sheet.

Note : Attempt All Sections

	Section-A Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	CO
Q.1	Habib’s beauty salon is considerate about pleasing its customers. Staff is trained to happily respond to any customer complaints, and they are empowered to offer discounts and free add-ons to customers who believe they have received anything less than the best service. Habib’s salon focuses on _____. a) Differentiating its offer b) Good service recovery c) Internal marketing d) Image marketing e) Productivity	CO1
Q.2	The process of customer-driven marketing involves which of the following? a) Product; price; promotion; adaptation b) Market segmentation; target marketing; differentiation; positioning c) Marketing analysis; planning; implementation; feedback d) Analysis; targeting; implementation; control e) Problem identification; information search; decision;	CO1

	implementation	
Q.3	<p>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?</p> <p>a) Brand perception b) Product image c) Brand personality d) Brand concept e) Brand equity</p>	CO1
Q.4	<p>Eves parlor's customers have noticed that the quality of a haircut depends on who provides it as well as when, where, and how it is provided. What have the customers noticed?</p> <p>a) Service intangibility b) Service inseparability c) Service variability d) Service perishability e) Service distinction</p>	CO1
Q.5	<p>The goals selected by an individual depend on their:</p> <p>a) Personal experiences b) Physical capacity c) Prevailing cultural norms and values d) Both a and c e) All of the above</p>	CO1
Q6.	<p>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 _____.</p> <p>a) Selective retention b) Selective distortion c) Selective attitude d) Selective attention e) Selective perception</p>	CO1
	Section-B	
	Each question carries 10 marks	
	Instruction: Write short/brief notes	
Q7.	From your real life share some examples and discuss importance of J.N.D (just noticeable difference) for marketers.	CO3
Q8.	Why should a company spend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company while taking the purchase decision?	CO3
Q9.	Giving example each, discuss the types of sampling methods	CO2
Q10.	Have you ever experienced a family decision to purchase a Car. Explain what different roles were played by family members and why.	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 experience on online delivery of grocery by Amazon during pandemic. OR What behavioral changes the recent COVID-19 pandemic has brought in consumer buying decisions. Also discuss the changing life styles and patterns during pandemic and what will be its impact on trade and commerce.	CO4