



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – December 2021

Program: BBA (Logistics management)
Course: Consumer behavior & Market research
Course Code: MKTG2002

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

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 B, 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.

SECTION A

1. Each Question will carry 2 Marks
2. Instruction: Multiple choice questions..

S.No	Question	CO
Q 1.	----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket. a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception	CO1
Q 2.	----- refers to how an individual perceives a particular message a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer interpretation	CO1
Q 3.	In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____. a. Economic situations b. Situational influences c. Consumption decisions d. Physiological influences	CO1
Q 4.	In large nations, the population is bound to lose a lot of its homogeneity, and thus _____ arise. a. Multilingual needs b. Cultures c. Subcultures d. Product adaptation requirements	CO1

Q 5.	The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others. a. facilitator b. referent actor c. opinion leader d. social role player	CO1
Q 6.	The stages through which families might pass as they mature over time is a description of what is called the a. Adoption process. b. Lifestyle cycle. c. Values and Lifestyle. d. Family life cycle	CO1
Q 7.	_____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment. a. Psychographics b. Personality c. Demographics d. Lifestyle	CO1
Q 8.	According to Maslow's Hierarchy of Needs, the lowest order of needs are called: a. Self-actualization needs. b. Social needs. c. Safety needs. d. Physiological needs.	CO1
Q 9.	_____ describes changes in an individual's behavior arising from experience. a. Modeling b. Motivation c. Perception d. Learning	CO1
Q 10.	Which of the following is NOT one of the five stages of the buyer decision process? a. need recognition b. brand identification c. information search d. purchase decision	CO1

SECTION B

1. This section carries 20 Marks

2. Each question will carry 5 marks

3. Instruction: Write short / brief notes. All the questions are compulsory

Q11.	Why might a researcher prefer to use focus groups rather than depth interviews? When might depth interviews be preferable?	CO2
Q12.	What kinds of marketing and sociocultural inputs would influence the purchase of (a) a high-definition TV, (b) a concentrated liquid laundry detergent, and (c) fat-free ice cream? Explain your answers.	CO2
Q13.	Find three advertisements that are designed to appeal to the needs for power, affiliation and achievement, and discuss their effectiveness.	CO2
Q14.	Consumers have both innate and acquired needs. Give examples of each kind of need and show how the same purchase can serve to fulfil either or both kinds of need.	CO2

SECTION C

1. This section carries 30 Marks.

2. Each question will carry 10 marks.

Q15.	You are the marketing manager of a bank's online banking division. How would you apply the concepts of providing value and customer satisfaction and retention to designing and marketing effective online banking?	CO3
Q16	A manufacturer of powdered fruit drinks would like to investigate the effects of food colour and label information on consumers' perceptions of flavour and product preferences. Would you advise the manufacturer to use observational research, experimentation or a survey? Explain your choice.	CO3
Q17.	Describe a situation in which you acquired an attitude towards a new product through exposure to an advertisement for that product. Describe a situation in which you formed an attitude towards a product or brand on the basis of personal influence. OR You are the owner of two furniture shops, one catering to upper-middle-class consumers and the other to lower-class consumers. How do social-class differences influence each shop's (a) product lines and styles, (b) advertising media selection, (c) communications style used in the advertisements and (d) payment policies?	CO3
SECTION D		
1. This section carries 30 Marks. 2. Each question will carry 15 marks.		
Q18	Using one of the customer satisfaction measures, construct a questionnaire to assess your fellow students' satisfaction with the technological support services provided by your university.	CO4
Q19	List the alternatives that you considered when choosing which university or business school to attend and the criteria that you used to evaluate them. Describe how you acquired information on the different schools along the different attributes that were important to you and how you made your decision. Be sure to specify whether you used compensatory or non-compensatory decision rules. OR Select one of the following product categories: (a) CD players, (b) fast-food restaurants or (c) shampoo, and: (1) write down the brands that constitute your evoked set, (2) identify brands that are not part of your evoked set and (3) discuss how the brands included in your evoked set differ from those that are not included in terms of important attributes.	CO4