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**Enrolment No:** 



## **UPES**

## **End Semester Examination, May 2023**

**Course: Consumer Behaviour & Market Research** 

Program: BBA (Spz in Marketing) Course Code: MKTG 2002 Semester: IV Time: 03 Hours Max. Marks: 100

## SECTION A 10Qx2M=20Marks

S. N.		Marks	CO
Q 1	In consumer perception, the term "JND' is widely used. What does 'JND' mean?		
(i)	a) Just Negotiable Deviations b) Justified Noticeable Differences c) Just Noticeable Differences d) Justified Negotiable Deviations	2 CO1	
(ii)	Which of the following components of attitude involves beliefs and knowledge about an object?	2	CO1
	a) Cognitive b) Behavioral c) Affective d) Hedonic		
(iii)	conditioning is based on the notion that learning occurs through a trial-and-error process, with habits formed because of rewards received for responses or behaviors.  a) Classical b) Operant c) Social d) Cognitive	2	CO1
(iv)	The process of learning the culture of others is termed as:  a) Acculturation b) Enculturation c) Cross Culture d) Cultural Integration	2	CO1
(v)	<ul> <li>What is the halo effect in marketing?</li> <li>a) The tendency for a consumer to remember negative aspects of a product or brand</li> <li>b) The tendency for a consumer to attribute positive qualities to a product or brand based on one positive experience or characteristic</li> <li>c) The tendency for a consumer to make purchasing decisions based solely on brand loyalty</li> <li>d) The tendency for a consumer to switch to a competitor's product or brand due to negative advertising by the original brand</li> </ul>		
(vi)	Which of the following is a type of opinion leader?  a) Anthropomorphic b) Early adopters c) Dogmatic d) Laggards	2	CO1
(vii)	Which of the following is an example of snowball sampling?  a) Conducting a random survey of customers in a shopping mall b) Recruiting participants for a clinical trial through a newspaper advertisement c) Asking a group of participants to refer other potential participants for a focus group d) Selecting participants based on their age and gender		CO1

(viii)	Which of the following best describes the relationship between attitude and behavior?		
	a) Attitude always predicts behavior		
	b) Behavior always predicts attitude	2	CO1
	c) Attitude and behavior are never related		
	d) Attitude and behavior are sometimes related, but not always		
(ix)	Which of the following is an example of machine learning in consumer behavior analysis?		
	a) Analyzing customer feedback through online surveys	2	CO1
	b) Predicting customer preferences based on purchase history c) Creating customer personas based on demographic data		
	d) Conducting After/Before testing on website design		
(x)	Which one is not true about social class:		
	a) Social class is more difficult to measure than income		~~1
	b) Social class provides a frame of reference for consumer behaviour	2	CO1
	<ul><li>c) Social Class is quite permanent and fixed in nature.</li><li>d) Consumers actively increase their social standing through conspicuous consumption.</li></ul>		
	SECTION B 4Qx5M= 20 Marks		
Q2	Explain the advantages and disadvantages of using demographics as a basis for	5	
ν-	segmentation. Illustrate your answer with a specific example.		CO2
Q3	List out some of the important attributes of Gen Z Indian consumers. Also, briefly	_	COA
	uggest challenges for marketers associated with these emerging attributes.		CO2
Q4	How do different family structures (such as nuclear, extended, joint, or single-parent		
ζ,	households) affect consumer behavior?	5	CO2
Q5	Differentiate between exploratory, descriptive, and casual research.	5	CO2
	SECTION-C		_
	3Qx10M=30 Marks		T
Q6	"In the light of the globalization of the Indian economy and market, the relevance of		
	understanding the consumer from a global perspective is significant." Comment and		
	provide examples of successful global companies that have adapted their products and	10	CO3
	marketing strategies to the Indian market while also respecting cultural differences.		
	OR		

	You have just purchased a new laptop. What factors might cause you to experience post purchase satisfaction/dissatisfaction? What can be the marketer's response strategies in such a situation?		
Q7	"The primary task of marketers is to develop/change the attitudes of consumers favorably towards organization/brand." Comment and with relevant arguments, suggest some attitude changing strategies for the following brands/organizations:  (a) Doordarshan  (b) BSNL  (c) Nokia Smartphone	10	CO3
Q8	The Marketing Manager of a reputed Airline is concerned with the attitudes of customers have towards various aspects the airline, and whether they would recommend the airline 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, usage of self-check-in kiosks and mobile apps, their satisfaction level with services (pre-flight, in-flight and post-flight) and employees' responses, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).	10	CO3
	SECTION-D 2Qx15M= 30 Marks		
Q9	You are a Digital Brand Manager for a startup that offers a range of fashion products. You would like the approval of senior management for investment in Instagram advertising instead of traditional advertising. You have fifteen minutes to present your argument to the board. What would be the essence of your arguments and action plan for Instagram advertising?	15	CO4
Q10	Read the case carefully and answer the questions given at the end.  Case: Honey, they've shrunk the kids chocolate bar You may not have noticed it, but you may be getting less bang for your buck. The price of your favorite brand of noodles or biscuits may have remained constant despite inflation, but what about the quantity? When Abhishek Mathur, a student, was told by his friends that the ubiquitous Rs.10 Maggi pack now had 30% less quantity, he was less than amused, although he had not noticed the change.	15	CO4

Chances are most people are buying soaps, bread and biscuits thinking companies have not passed on to the consumer the higher prices in packaged goods, but to protect margins amid rising costs, food and fast moving consumer goods companies are cutting down on quantity-grams in trade parlance.

**Table: Cutting Corners** 

Product	Price (Rs.)	Weight (in Grams)	
		Then	Now
Lays Chips	20	68	55
Good Day Biscuits	10	100	80
Dairy Milk Chocolate	20	50	35
Britannia Bread	25	400	300
Maggi	10	100	65
Haldiram Snacks	58	250	200
Lux Soap	48	125	100

Experts say reducing quantity while maintaining a constant price helps companies protect their volumes. "The FMCG category is highly price sensitive. Prices of items can be increased only to some extent. Reducing grams (quantity) will help these companies retain their customers as well as their market shares," said Pratichee Kapoor, associate director for retail at consulting firm Technopak .For retailers across cities, the move has hardly spelt a difference over the past 6 months since the trend started. Most retailers continue to witness significant growth, despite price rises and quantity cuts. Food and personal care items are rarely potential areas of compromise for consumers, they reason.

"It's the consumers in the middle of the pyramid that are not much affected by these cuts in grams. If the company succeeds in communicating better value proposition to this section, the strategy is sustainable for them. Impulse items, especially, can protect their volumes by going for grams reductions," said Raj Hosahalli, executive director, Nielsen India. So, the next time you go shopping, make sure you don't end up buying smaller quantities while staying within budget.

## **Questions:**

- a) Why has this strategy of gram reduction by marketers gone unnoticed by the consumers? Base the answer on your understanding of the consumer behaviour variable of perception.
- b) Will such a strategy be useful in another category of products? Give reasons for your answer.
- c) How will this knowledge of quantity reduction affect the future behaviour of the consumers of these products?