UPES
End Semester Examination, December 2023

Course: Consumer Behaviour & Market Research   Semester: V
Program: BBA (Digital Business)   Time: 03 Hours
Course Code: MKTG 3015   Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q1 (i)	In psychographic segmentation, AIO stands for: a. Augment, Improve, Opinion b. Actions, Interests, Opinions c. Activities, Interests, Opinions d. Apparent, Inbound, Outbound	2	CO1
(ii)	_____ is the gap between the prospective customer's assessment of all the advantages and all the costs of an offering and the perceived options. a. Customer-perceived value b. Total customer benefit c. Total customer cost d. None of the above	2	CO1
(iii)	A consumer with a high need for uniqueness is likely to: a. Conform to societal norms and trends. b. Be influenced by advertising and peer pressure. c. Seek out and embrace distinctive products and experiences. d. Avoid purchasing any non-essential items.	2	CO1
(iv)	When a consumer learns through trial and error, and their behavior is shaped by the consequences of their actions, it is an example of: a. Observational learning b. Classical conditioning c. Operant conditioning d. Cognitive dissonance	2	CO1
(v)	Micro-influencers typically have a smaller but highly engaged following, often in a specific niche. What advantage does this offer to brands? a. Micro-influencers are less expensive to work with. b. Micro-influencers can reach a broader and more diverse audience. c. Micro-influencers have a stronger impact on brand awareness. d. Micro-influencers can generate more sales.	2	CO1

(vi)	How does artificial intelligence (AI) contribute to consumer behavior analysis? a. By directly influencing consumer decisions b. By replacing human analysts in the research process c. By automating data analysis and providing insights from large datasets d. By conducting surveys and focus group discussions	2	CO1
(vii)	Which of the following is an example of big data analytics in consumer behavior analysis? a. Surveying a small sample of consumers to understand their preferences b. Analyzing millions of social media posts to identify consumer sentiment c. Conducting in-depth interviews with a few selected consumers d. Observing consumer behavior in a controlled laboratory setting	2	CO1
(viii)	Which statement is not true about social class? a. Social class is determined solely by an individual's income and wealth. b. Social class can influence lifestyle choices, purchasing behavior, and values. c. Social class often defines a person's position within a hierarchical societal structure. d. Social class is often associated with education, occupation, and income.	2	CO1
(ix)	_____ data can be obtained more cheaply and quickly than _____ data. a. Primary, Secondary b. Secondary, primary c. Qualitative, Quantitative d. Quantitative, Qualitative	2	CO1
(x)	Which of the following is an example of the halo effect in marketing? a. A consumer assuming a product is of high quality because it has attractive packaging b. A consumer assuming a product is of low quality because it is sold at a discount store c. A consumer avoiding a particular brand because they had a negative experience with one product from that brand d. A consumer switching to a competitor's brand because of negative advertising by the original brand	2	CO1
SECTION B **4Qx5M= 20 Marks**			
Q2	Using any Indian TV advertisement, analyze how is the concept of 'personality' being applied by marketer to develop marketing strategy.	5	CO2

Q3	Briefly explain the concepts of demographic and psychographic variables and their marketing implications.	5	CO2
Q4	How do Gen Z consumers differ from Gen Y and Gen X consumers? Give example.	5	CO2
Q5	Describe the relevance of social media brand influencers as opinion leaders in shaping the buying behaviour of young consumers.	5	CO2
	SECTION-C **3Qx10M=30 Marks**		
Q6	a. In what ways do children influence family buying decisions, and can you give examples of products/services that children have a significant say in? b. How does the geographic location and cultural background of a family impact their buying behavior, and can you provide examples of regional or cultural preferences?	10	CO3
Q7	Discuss the impact of consumer advocacy and influencers over social media on brand perception of consumers with suitable examples. **OR** "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/services: a. Doordarshan b. Online MBA Education c. Shaving for Man d. Follow Traffic Rules	10	CO3
Q8	The management team of a hospital is concerned with the attitudes of customers have towards various aspects hospital, and whether they would recommend the hospital to others. He has authorized the undertaking of a marketing research study to gather this information and has directed that it covers the following information – customers' evaluation of the feature/services provided, employees' behaviour & expertise, their satisfaction level with core services and allied hospital services, and ways to improve performance. 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	Discuss some recent changes in the technological environment that impact marketing. How have these changes affected buyer behavior and how have these changes transformed marketing? Give suitable examples to justify your arguments.		
	OR		
	The Indian cryptocurrency market has been growing exponentially over the last few years. In India, revenue in the Cryptocurrencies market is projected to reach US$222.7 million in 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 9.83% resulting in a projected total amount of US$324 million by 2027. In the Cryptocurrencies market, the number of users is expected to amount to 328.7 million users by 2027. User penetration will be 14.52% in 2023 and is expected to hit 22.37% by 2027. The India cryptocurrency market is primarily driven by numerous regulatory developments owing to the decisions made by regulatory bodies to maintain pace with the evolving nature of cryptocurrencies. Moreover, various technological advancements, including innovations in blockchain and digital assets that attract individual and institutional investors seeking opportunities for diversification and decentralization, are positively influencing the market growth. As more and more young Indian investors are excited to explore newer investment options, they are adopting cryptocurrencies such as Bitcoin, Ethereum, and Polygon to make investments that promise them viable returns. Based on this information and your observations, answer the questions given below:		
	a. List out the reasons of growth of cryptocurrency in India.		
	b. To what extent the government restrictions and tax rates have changed the consumer behaviour towards cryptocurrency in India. Elucidate.		
	c. Develop a profile of potential investor of cryptocurrency.	**15**	**CO4**
Q10	**PVR Inox: Movie Subscription Model**		
	In 2022, 12 crore people watched at least one movie in the theatre in India. That's almost 10% of the population. Seems like a big number, no? But it was still 16% lower than the pre-pandemic levels. People weren't going back to the movie halls fast enough. And theatres are hustling hard to get these numbers up.		

For instance, remember the recently viral social media post about exorbitant food and beverage (F&B) prices at theatres? The moviegoer complained that their popcorn and soft drink cost as much as a year's Amazon Prime subscription. And PVR-Inox was quick to respond. It announced an unlimited refill on its popcorn and beverages deal during weekends. It also rolled out cheaper food combos starting at ₹99. Maybe they felt that if higher F&B prices were proving to be a deterrent, special deals on weekdays could be an attractive proposition. And it didn't stop there. A couple of days ago it announced something quite interesting - a monthly movie subscription called PVR INOX Passport. Pay ₹699 and you can watch 10 movies a month, Monday to Thursday with some strings attached, of course.

Now on the face of it, these plans sound like a steal for customers - if you consider that in FY23 the Average Ticket Price (ATP) at PVR INOX stood at ₹240, signing up for the monthly subscription means that you could end up with 70% cheaper tickets overall! Who wouldn't love that? Add cheaper F&B to the mix, and it gets better. And it sounds like a loss-making proposition for PVR Inox. They seem to be giving up all the potential revenue with these massive discounts. But it might just be the cinema chain that comes out on top with these deals.

For starters, consider the typical occupancy levels on weekdays. Analysts peg it to be a measly 17%. Which means that less than 2 seats out of 10 are filled for a movie. Now, for PVR Inox, the rest of the 8 seats signal lost potential. They don't make anything out of it. Yet, there's a fixed cost of screening the show. So they'd rather find some way to lure more people onto the chairs. There's no extra cost. There's just extra revenue where earlier there would've been none. And analysts estimate that occupancy levels could rise to 25% with this deal.

And remember, it's not just the tickets that drive revenue for the company. F&B is a massive contributor too. PVR INOX's annual report suggests that moviegoers spent 51% of the ATP on F&B. So more moviegoers means an increase in the spend per head (SPH). Just look at other big names in the theatre world — AMC US the world's largest multiplex chain, Cinemark US, Cineworld US and Cineplex Canada see moviegoers spending upwards of 60% of their ATP on F&B. So maybe these tricks from PVR will see their numbers inch upwards too.

Then let's consider the cinema subscription models itself. While it might be the first of its kind in India, it's tried and tested globally. For instance, there's US-based AMC.

In 2018 it dipped its toes into the movie subscription model and its CEO pointed out some interesting bits shortly after. You see, when customers buy a subscription, they try to squeeze it for all its worth in the first couple of weeks. But soon, the excitement dies down and there's a drop in their theatre visits. So while the pass gave access to around 12 movies a month, the average pass holder only saw 3 movies a month in 2019.

Now, if you apply this trend to PVR INOX, that is, if subscribers end up watching 3 movies a month, they still end up paying almost the same price per movie as its current ATP. So, the multiplex isn't really losing potential revenue. And there's one more thing. Something that AMC's CEO called the 'bring along metric'. When subscribers come to watch a movie, they don't often come alone. They bring non-subscriber companions who pay the full ticket price. And for AMC, subscribers helped boost this revenue while also increasing F&B spends by a whopping 250% within just a year of its subscription launch.

So maybe it's numbers like these that pushed PVR INOX to launch India's first movie subscription model too. And not to forget that a subscription model typically ensures upfront cash and a steady stream of revenue. Businesses love that. Anyway, it's just a trial for now. There are only 20,000 passes that are being handed out. And we'll just have to wait and see if the initial numbers are enough to convince the PVR INOX management if they've hit upon a goldmine of a money-making idea or not.

Questions:

a) How do you assess the subscription model of PVR? What are the strengths and weaknesses of this model?
b) Do you agree with the point of view of AMC's CEO 'bring along metric'?
c) Will it be able to attract young audience like you to watch content in big screen rather than any OTT platforms? Why or why not?

15 CO4