



Name:		
Enrolment No:		
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2018		
Course: CBMR	CC: MKTG 2002	Semester: III
Programme: BBA DM		Max. Marks: 100
Time: 03 hrs.		
Instructions:		

I.		Marks	CO
(i)	Consumer behavior helps in - (a) Predicting market trends (b) Knowing consumers (c) Creation and Retention of consumers (d) All of the above	[2]	CO1
(ii)	Which is NOT a defense mechanism to counter frustration? (a) Temptation (b) Rationalization (c) Regression (d) Aggression	[2]	CO2
(iii)	Stimulus is a : (a) Sensory Input (b) Chemical Input (c) Catapult (d) Programming Input	[2]	CO2
(iv)	Patanjali and Budweiser are an example of (a) Cosmopolitanism (b) Chauvinism (c) Ethnocentrism (d) Communism	[2]	CO3
(v)	On whose theory CAD scale was prepared (a) Karen Horny (b) Max Weber (c) Sigmund Freud (d) Sullivan	[2]	CO3
(vi)	Post Parenthood is which stage of Family Life Cycle? a) Fourth (b) Fifth (c) third (d) Sixth	[2]	CO3
(vii)	Celebrity lends name and appears on behalf of a product (may not be an expert) (a) Endorsement (b) Testimonial (c) Actor (d) Spokesperson	[2]	CO3
(viii)	Which is not a comparative scaling technique? (a) Paired Comparison (b) Rank Order (c) Constant Sum (d) Itemized Rating	[2]	CO4
(ix)	Which is a Probability Sampling? (a) Convenience Sampling (b) Quota Sampling (c) Snowball Sampling (d) Cluster Sampling	[2]	CO4
(x)	The number of elements to be included in a study –	[2]	

	(a) Sample Size (c) Sampling technique	(b) Sampling frame (d) Sampling unit		CO4
	SECTION B (Attempt any Four Questions)			
2.	Define consumer behavior & it's relevance to a marketer.		[5]	CO1
3.	Which are the key determinants of consumer behavior? Explain Psychological determinants with examples.		[5]	CO2
4.	Define Attitude. Explain the four basic functions of attitude with the help of suitable examples.		[5]	CO3
5.	Explain VALS framework in detail		[5]	CO3
6.	Mention different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits		[5]	CO4
	SECTION C (Attempt any Three Questions)			
7.	How market segmentation, targeting and positioning are interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice (any product).		[10]	CO2
8.	Define Opinion Leadership and types of it. What's the difference between Surrogate buyers and Opinion Leaders?		[10]	CO3
9.	Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.		[10]	CO4
10.	What is research and research report? Explain the characteristics of research report?		[10]	CO5
	SECTION D (Attempt Any One Case Study)			
11.	<p>The distinction between figure and ground is an element of perception. A marketing technique dating back to the time when TV first became a mass medium that is experiencing tremendous growth and stems from the figure and ground concept is product placement (or branded entertainment). When this method is employed, the advertised product (i.e. the figure) is integrated into a TV show, film or even news broadcast (i.e. ground). As consumers increasingly and more efficiently avoid viewing TV commercials through "time shifting" and automatic "skip" features on their remote controls, marketers are turning to product placements where consumers are forced to view the products because they are integrated into show contents. Furthermore, the recent move of comedian Jay Leno from his late night program to a daily prime time show was viewed in part as an attempt to create a better platform for elevating brands into the show by NBC-the new show's sponsor.</p> <p>Questions:</p>		[30]	CO1/ CO2/ CO3/ CO5

	<p>1. What are the ethical implications of product placements in the context of consumer perception?</p> <p>2. Good product placements are seamlessly integrated into a movie's or TV programs story line. List and describe one movie or TV program that you recall seeing where there was a good fit between the product placed and the story line and one example where the opposite was the case</p> <p>3. How does the increase in the number of product placements over the last few years reflect the changing business model of TV broadcasting?</p>		
<p>12.</p>	<p>Fair n Care, an Indian cosmetic company, has been around for the last 20 years. Predominantly into skin care products, it enjoys a substantial brand following among women. However, the market constructs for the cosmetic industry worldwide are progressively changing with the emergence of male skin care products. Despite the conspicuous presence of foreign brands in the glittering malls, one wonders whether Indian men are ready for skin care.</p> <p>Dr. Hari Krishnan General Manager, Fair n Care, stood at one corner of the large multi-floor Shopper's Stop store watching excited shoppers rushing from one shelf to another. The shoppers were busy scanning and grabbing skin care products displayed in the "ON SALE" stalls. For obvious reasons and in general, women outnumbered men in such display areas. But to Dr. Hari's surprise, at that moment, the difference was only marginal. The more amazing fact was that the men were not standing-at-the-back-buyers; they were happily jostling for a pick that would best suit their skins or enhance their looks. In this mad crowd, he saw Atul, his handsome young Assistant Marketing Manager, inquiring about and then buying whitening cream...The dilemma in the mind of Dr. Harikrishnan, General Manager, Fair n Care, makes him wonder about the</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Understand external and internal forces affecting consumer behavior. 2. Gauge the power of reference appeal to change attitudes. 3. Reposition to generate a value proposition for a new target segment. 	<p>[30]</p>	<p>CO1/ CO2/ CO3/ CO5</p>

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1.	Attempt all parts. All parts carry equal marks.	Marks	CO
(i)	In Consumer behavior we study many concepts related to – (a) Psychology (b) Plateology (c) Geography (d) Natural Science	[2]	CO1
(ii)	Which is not a stage of consumer decision making process? (a) Need Identification (b) Listing of Alternatives (c) Purchase Decision (d) Customer Service	[2]	CO2
(iii)	A marketing strategy in which an advertiser surprise attack an event to compete for exposure against competing advertisers. (a) Ambush Advertising (b) Subliminal Perception (c) Diffusion (d) Stealth Marketing	[2]	CO2
(iv)	Product positioning is a component of : (a) Consumer Imagery (b) Segmentation (c) Diffusion (d) Attitude	[2]	CO3
(v)	Which is not a type of reference group (a) Normative (b) Disclaimant (c) Aspirational (d) Captive	[2]	CO3
(vi)	People who have overall knowledge of how and where to get the products are (a) Market Maven (b) Surrogate Buyers (c) Purchase Pals (d) Opinion Leaders	[2]	CO3
(vii)	Celebrity represents the brand or company over an extended period of time (a) Spokesperson (b) Testimonial (c) Endorser (d) Actor	[2]	CO3
(viii)	Collection of primary data happens through? (a) Magazines (b) Google (c) Newspaper (d) Observation method	[2]	CO4
(ix)	Which is a Probability Sampling? (a) Convenience Sampling (b) Quota Sampling (c) Snowball Sampling (d) Cluster Sampling	[2]	CO4
(x)	Which is a measure of dispersion – (a) Mean (b) Median (c) Mode (d) Standard Deviation	[2]	CO5

	SECTION B (Attempt any Four Questions)		
2.	Explain Cognitive learning theory and it's types.	[5]	CO3
3.	Explain VALS framework.	[5]	CO3
4.	Define reference groups and types of reference group. Explain it's relevance to a marketer with the help of suitable examples.	[5]	CO3/ CO4
5.	Explain research approach & it's types. What is the significance of research?	[5]	CO5
6.	What are scaling techniques? Explain comparative and non-comparative scaling techniques with the help of example.	[5]	CO4
	SECTION C (Attempt any Three Questions)		
7.	Explain Psychological determinants of consumer behavior and it's relevance to marketers with the help of suitable examples.	[10]	CO2
8.	Define positioning and repositioning? Explain various positioning strategies with suitable examples.	[10]	CO3
9.	What is diffusion process? Explain product characteristics that influences diffusion with the help of suitable examples.	[10]	CO3
10.	Explain types of probability and non-probability sampling. Distinguish between Stratified Sampling and Cluster Sampling.	[10]	CO4
	SECTION D (Attempt Any One Case Study)		
11.	<p>The case is about Starbucks' pricing strategy in China under which the company charged higher prices for its products than in Western countries. Starbucks is considered a success story in China as it was able to convert the traditional tea drinkers of the nation to coffee lovers through its premium offerings. The premium pricing strategy of the company aimed at improving its brand positioning in the Chinese market where the consumers' perception was that high price products offered higher quality. However, the pricing strategy attracted criticism from the media outlets in China that accused the coffee giant of "profiteering" and of discriminating against its Chinese consumers. Starbucks defended its pricing strategy in China saying that its higher prices were attributable to its higher cost of doing business in the country than in other markets. Howard Schultz, CEO of Starbucks, saw China as a primary growth market and had ambitious growth plans at a time when there was worldwide anxiety over the country's sluggish economy and market turmoil. However, with competition growing in the market, can Starbucks sustain its high prices in China?</p> <p>Questions :</p> <ol style="list-style-type: none"> 1. Understand the reasons for Starbucks' high prices in China, and why consumers are willing to pay the higher price. 2. Discuss and debate whether Starbucks can sustain its pricing strategy in China. 3. Explore future strategies for Starbucks on the pricing front. 	[30]	CO1/ CO2/ CO3/ CO5

12.	<p>Finland is a wealthy country. Its economy is open-providing consumers a wide variety of choices when it comes to consumer products. What sets Finland apart, though is that the country keeps very detailed records about its citizens including everything from the age, sex and incomes of people living in the same household, the amount they spent annually on commuting and vehicle purchases.</p> <p>Consider this: Researchers have determined that when a Finnish household buys a new car the odds that one of that household's nearest 10 neighbors will purchase the same brand of vehicle during the next week and a half increase by 86 percent!</p> <p>Questions:</p> <ol style="list-style-type: none">1. What factors you will use to explain this phenomenon.2. Explain all the relevant aspects of consumer behavior pertaining to this case.	[30]	CO1/ CO2/ CO3/ CO5
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