

Name:
Enrolment No:



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

Program: BBA-LLB
Subject/Course:CBMR
Course Code: MKTG 2002
Attempt All Questions

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

SECTION A

- 1. Each Question will carry 5 Marks**
2. Instruction: Complete the statement / Select the correct answer(s)

Q.No		COs
1	Which of the following segmentation types is based on motivation, perception, learning, attitude a.Socio cultural b.Psychological c.Use related d.Use situation	CO1
2	Tri component model of attitude is: a. Affective, conative, Emotional b. Affective, cognitive, Emotional c. Emotional conative, cognitive d. Cognitive, Affective, Conative	CO1
3	<i>j.n.d.</i> means: a. Just needs determinant b. Just noticeable determinant c. Just noticeable difference d. Just needs different	CO1
4	Reference groups, which do not physically meet like in social media, are: a. Friendship groups b. Brand communities c. Virtual groups d. Work groups	CO1
5	Which of the following is typically a western cultural value: a. Individualism	CO1

	b. Collectivism c. Traditionalism d. None of the above	
6	Which of the following explains neo Freudian theories a. Classical conditioning and operant conditioning b. Attribution theory c. Compliant aggressive detached d. Id, Ego Superego	CO1
SECTION B : Critical Thinking 1. Each question will carry 10 marks 2. Instruction: Read the Paragraph given Below and Answer the Associated Questions [Q8 to Q12]		
7	Explain the significance of classical conditioning to consumer buying behavior	CO2
8	Explain significance of culture to consumer buying behavior with examples.	CO2
9	State the important features of opinion leadership in consumer behavior?	CO2
10	What are the different levels of consumer decision making? Explain each briefly with Examples	CO3
11	As attitude changes, it is important for the marketers to alter the consumer' attitude in favor of their products and services. State possible ways in which marketers can alter the attitude of their consumers?	CO3
SECTION C 1. Each Question carries Equal Marks [Total 10x2 =20 Marks] 2. Instruction: Write Ans in 200 Words		
12	<p>A. Friday Dressing is a recent addition to corporate culture and is being increasingly adopted by companies. There has been a cultural shift and particularly so in the dressing sense of working women. Allen Solly, a brand of Madhura Garments, is one of the first companies to study and explore opportunities in this market. Allen Solly's women wear is today, very popular among working women. What according to you are the reasons for this change, in the dressing sense of working women? How can companies explore different opportunities, by closely understanding culture?</p> <p>B. Explain with the help of different examples how reference groups influence consumer buying behavior.</p>	CO4