



Name:

Enrolment No:

UPES

End Semester Examination, December 2023

Course: Consumer Behavior & Market Research

Program: BBA_EPR&CC

Course Code: MKTG 2053

Semester: III

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

1. Each Question will carry 2 Marks

2. Instruction: Multiple choice questions.

S.No	Question	CO
Q 1.	Primary data which is gathered by observing relevant actions and people is called a) Experimental Research b) Ethnographic Research c) Observational Research d) Survey Research	CO1
Q 2.	Tendency to which results of innovation are communicated to others is classified as : CO1 a) Relative Advantage b) Divisibility c) Communicability d) Compatibility	CO1
Q 3.	_____ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. a) Opinion leaders b) Habitual buyers c) Social networkers d) Stealth marketers e) Buzz marketers	CO1
Q 4.	Marketers take advantage of _____ when they extend a brand name associated with one line of products to another. a) Halo Effect b) Stereotypes c) First Impressions d) Physical Appearances	CO1
Q 5.	The starting point of understanding a consumer's response to various marketing efforts is the _____ of a buyer's behavior. a) belief b) subculture c) post-purchase feeling d) stimulus-response model	CO1

	e) post-purchase dissonance	
Q 6.	<p>People cannot focus on all of the stimuli that surround them each day. A person's tendency to screen out most of the information to which he or she is exposed is called _____.</p> <p>a) Selective retention b) Selective distortion c) Selective attitude d) Selective attention e) Selective perception</p>	CO1
Q 7.	<p>A beauty salon is considerate about pleasing its customers. Staff is trained to happily respond to any customer complaints, and they are empowered to offer discounts and free add-ons to customers who believe they have received anything less than the best service. Habib's salon focuses on _____.</p> <p>a) Differentiating its offer b) Good service recovery c) Internal marketing d) Image marketing e) Productivity</p>	CO1
Q 8.	<p>According to Freud's theories, people are _____ many of the psychological forces shaping their behavior.</p> <p>a) Unaware of b) Unsure of c) Aware of d) Status-driven about e) Socially conscious of</p>	CO1
Q 9.	<p>Primary reference groups include _____</p> <p>a) College Students b) Office Colleague c) Family And Close Friends d) Sports Groups</p>	CO1
Q 10.	<p>MySpace.com and YouTube are both examples of _____.</p> <p>a) buzz marketing b) opinion leaders c) social networks d) early adopters e) word-of-mouth marketing</p>	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.	With the help of examples discuss the importance of cognitive dissonance in post purchase behavior.	CO2
Q12.	What are the factors that most influence the decision to purchase digital cameras?	CO2
Q13.	Describe the role of opinion leaders in buying decision process. Support your answer with the help of examples.	CO2

Q14.	You need to purchase a pair of shoes for yourself. Implying the operant conditioning theory describe the process of selection of alternatives and evaluation of alternatives	CO2
SECTION C		
1. This section carries 30 Marks. 2. Each question will carry 10 marks.		
Q15.	Socialization is helpful to Individuals in determining his/ her Consumption Criteria. Elaborate, and illustrate. <p style="text-align: center;">OR</p> The movement of the consumers through the stages of buying decision process differ in high and low involvement conditions. Elaborate with the help of examples.	CO3
Q16	Which status-related variable-occupation, education or income is the most appropriate segmentation base and why for : (i) health Clubs, (ii) organic foods.	CO3
Q17.	Why should a company spend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company while taking the purchase decision?	CO3
SECTION D		
1. This section carries 30 Marks. 2. Each question will carry 15 marks.		
Q18	Design a questionnaire you'll ask Consumers to share their experience on streaming entertainment at Netflix. <p style="text-align: center;">OR</p> A manufacturer of a simple, low priced and easy to handle digital camera, wishes to market it in rural areas. What will you suggest by way of modification of rural consumers' attitude towards camera and their brand?	CO4
Q19	You work for LG company that manufactures home appliances. A new product "Steam Washer" is being launched by the company. Steam not only gives cleaning a boost, but it sanitizes fabrics and removes dirt and grime better than conventional washing machines. On what bases will you segment the market and identify the market segment that you would like to target for the product.	CO4