

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, December 2024
School of Business

UPES

Program: BBA (OGM)

Semester: III

Course: Energy Sector Market Research

Time: 3 hrs

Course Code: OGET2002

Max. Marks: 100

Instructions: Attempt all questions

SECTION A
10Qx2M=20Marks

S. No.	Define the following terms in two lines	Marks	
Q 1	Consumer Motivation	2	CO 1
Q 2	Cognitive dissonance	2	CO 1
Q 3	Research design	2	CO 1
Q 4	Consumer Behavior	2	CO 1
Q 5	Types of Family	2	CO 1
Q 6	Perception	2	CO 1
Q 7	Sampling error	2	CO 1
Q 8	Population of Interest	2	CO 1
Q 9	Biogenic needs	2	CO 1
Q 10	Questionnaire	2	CO 1

SECTION B
4Qx5M= 20 Marks

	Answer the following questions in brief		
Q 1	Explain the purpose of Pure and Applied Research	5	CO 3
Q 2	Describe the characteristics of business markets	5	CO 2
Q 3	Define Family and its functions.	5	CO 1
Q 4	What are the issues in analyzing culture	5	CO 2

SECTION-C
3Qx10M=30 Marks

Q 3	Answer the following questions in detail		
A	Analyse the factors influencing Consumer Behavior	10	CO2
B	Elucidate various sampling methods	10	CO3
C	Explain the stages involved in the adoption process	10	CO2

SECTION-D
2Qx15M= 30 Marks

Q4	Answer the following questions in detail		
A	There are various trends influencing consumer behavior in contemporary society. Explain each.	15	CO 4
B	Surveys reach many respondents and generate standardized, quantifiable, empirical data - as well as some qualitative data. Elucidate the various methods.	15	CO 4