

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017 [SET-A]

Program: B.Com LLB [Batch-1]

Subject (Course): CBMR

Course Code : BBCM152

No. of page/s:

Semester – III

Max. Marks : 100

Duration : 3 Hrs

Section A: Total Marks = 20

(1) TRUE / FALSE

Attempt all.

- a) Company's name is one of the most basic influences on an individual's needs, wants, and behavior.
- b) As far as Buyer Behavior is concerned, the users' role is the most important.
- c) Psychologists and consumer researchers agree that human beings have the same needs; however, these needs get translated differently into different wants, resulting in varied motives.
- d) Maslow proposed that human needs could be classified into four basic levels.
- e) An individual's personality remains consistent over time and is enduring in nature.
- f) Attitudes can only be inferred from what people say or what they do and how they behave.
- g) A research can involve both problem identification and problem-solving.
- h) The researcher should attempt to gather secondary data before initiating a search for primary data.
- i) Descriptive designs involve mostly experimentation.
- j) A questionnaire is a formalized set of questions involving one or more measurement scales designed to collect specified secondary data.

Section – B: (Total 20 Marks)

Short Notes: Attempt any 4 out of 5 give examples where ever needed.

2. Significance of consumer behavior in legal services

3. Sources of Primary data & Secondary data
4. Purpose of Data analysis & interpretation in marketing research
5. Role of Market segmentation in a company
6. Importance of Communication in consumer behavior

Section – C: (Total 30 Marks)

Descriptive Type Questions :Attempt Any Three [3]

7. Define Culture and Subculture. Compare the Indian culture values with the American culture or that of any other culture that you have read about or are familiar?
8. Elucidate the consumer decision-making process with a suitable example.
9. Define the concept of social class. Do you think that social class would be a better segmentation tool for the following products:
 - i. Expensive Jewellery
 - ii. Art Paintings
 - iii. Vacation Packages
 - iv. Living Room Furniture
10. Explain 'Marketing Research'. What are the major reasons for growing importance of Marketing Research in India? Discuss.

Section – D: (Total 30 Marks)

11. Case Study.

KHADIM GROUP OF COMPANIES

The Journey from a modest beginning

Khadim's early beginning was as a modest footwear wholesaler in Kolkata in the 1950's. Gradually they diversified into manufacturing and exporting of leather products, real estate development, media, communication and chain-store retailing with a noticeable presence in almost all parts of the country. Khadim has today emerged as the market leader in the relevant sectors. However, it is its foray into footwear retailing in 1993, which can be said to be one of the biggest success stories in the footwear industry. Khadim had initially been

a well-known name in leather goods in the eastern part of India. But with it entering into the export and superstore divisions apart from footwear, today the Khadim group of companies commands respect not only from the east of the country but from all over India.

The Facets behind Khadim's Success

For Khadim, their success can be directly related to the values cherished and abided by the company. Khadim can be said to have become such a potent player in the industry because of having a keen foresight, sharp business acumen, strong concern for its people along with a deep understanding of the market needs. By keeping a steady finger on the consumer's pulse, Khadim has been able to produce value-for-money products which cater to the needs of all strata of people across the society and satisfy their tastes. The company feels that the success of the brand Khadim can be attributed to:

- Excellent quality
- Cost effective practices
- Centralized control
- Extensive information technology network
- Regulating overheads
- Innovative strategies
- Keen insight for consumer trends
- Catering to regional and cultural needs

Right from the time it entered footwear retailing, Khadim has become synonymous with quality products available at affordable prices. It is the state of the art production methods adopted by the company which ensure economies of scale, which they pass on to their customers. Consequently, customers are able to get the best of the leather products and footwear not only in terms of style and quality but also in terms of price.

In fact, in footwear alone, Khadim is able to stand out amongst the best in the industry. Khadim is among the top three national players in terms of organized footwear retailing. It has more than 250 exclusive retail outlets across the country.

'Egaro Chain of Departmental stores'

Khadim launched a chain of departmental stores called EGARO on June 1st 2007. Egaro, the chain of departmental stores promises to be a different kind of shopping experience for the family. This chain offers solutions across multiple segments including apparels, footwear, cosmetics, gold ornaments, fashion jewellerys, home needs and grocery which is a one stop shopping hunt for shoppers. All these have been made keeping in mind the fashion and aspiration needs of the consumers which will make them feel free as well as enable them to enjoy the shopping experience.

Khadim's leadership

In order to be in competition as a leader in the market various efforts have been made by Khadim. Their manufacturing facility is an ISO 9001 company and has been in operation since June 2001. Stringent quality control, round-the-clock production and usage of the latest technology have increased the company's competitive edge.

However, despite financial success, the company is yet to enjoy a Pan-India presence. So, protracted efforts must be put in order to plan a Pan-India and a global presence in the future.

Attempt All the Questions:

11A. Reference to the above case, help the company in identification of the problem and its probable solution in the prospect of concepts of Consumer Buying Behavior.

11B. Do you really think that the decision of the company to come up with the Egaro Chain of retailing justified as far as Indian Consumer and its buying behavior is concern with respect to Culture and the Sub culture that is followed by the customers of different sets of community.

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017 [SET-B]

Program: B.Com LLB [Batch-1]

Subject (Course): CBMR

Course Code : BBCM 152

No. of page/s:

Semester – III

Max. Marks : 100

Duration : 3 Hrs

Section A: Total Marks = 20

Q1. Section A – Objective Type Questions – 10x2 = 20 Marks

a. In the context of consumer Protection Act, Identify the person who cannot be called a 'Consumer'.

1. One who buys or agrees to buy any goods for consideration which has been paid or promised or partly paid and partly promised or under any system of deferred payment.

2. User of such good other than the person who actually buys goods and such use is made with the approval of the purchaser?

3. One who purchases goods for commercial or resale purpose.

b. The adoption of commercial marketing & sales concepts and techniques to the attainment of social goals is known as _____

1. Consumerism

2. Social Consumerism

3. Social Marketing

c. In the context of consumer protection who are infomediaries?

1. All those who functions in between the producer and the suppliers

2. Information providers to consumers

3. Agencies which sell consumer information on behalf of consumers

d. Which of the following situations offers scope for high level of post purchase dissonance?

1. The alternatives considered are of varying quality
2. The product belongs to a well known marketer.
3. The decision is of extreme importance

e. In the Howard-Sheth model of buying behavior, these variables are concerned with processing done by the potential consumer with respect to all the information available to them. Which variables are being referred to here?

1. Learning Constructs
2. Inputs
3. Perceptual Constructs

f. After trying various brands of shampoo a lady reaches the conclusion that only a particular brand 'X' can cure her hair problem, in the context of consumer decision making, what is this type of problem recognition known as?

1. Desired Problem Recognition
2. Generic Problem Recognition
3. Specific Problem Recognition

g. Which of the following is not a type of product innovation that is dependent on the consumers current usage pattern?

1. Discontinuous innovation
2. Dynamically continuous innovations
3. Dynamically discontinuous innovation

h. In the cultural value measurement tool, VALS, identify from the options, an instrumental value used.

1. Freedom
2. Equality
3. Ambition

i. Which of the following terms represents a type of expressive, symbolic activity constructed of multiple behaviors that occur in a fixed, episodic sequence, and that tends to be repeated over time?

1. Belief

2. Values

3. Rituals

j. Identify the true statement regarding culture from among the following?

1. Culture of target audience cannot influence marketing decisions

2. Culture cannot be taught in educational institutions

3. Anything outside one's culture is considered alien.

Section B - Short Answer Questions – 4 x 5 = 20 Marks.

Answer any Four out of Five Questions: Use Real Life Examples wherever Needed.

Q2. New Coke introduced by Coca Cola in 1985 failed in the market even though it performed well in consumer tests. It is said that 70% of all business initiatives fail. What are the major reasons for the failure of innovation adoption in the market?

Q3. Consumer Education & Research Center [CERC] is an Ahmedabad-based consumer action group. CERC has brought various issues related to consumer rights to the notice of the public. What sort of influence can a reference group like the CERC exert on Consumer Decisions?

Q4. India is the largest producer of fruits and vegetables in the world, even then, it has only a meager share in the global trade of processed food. One of the reasons attributed for this is the not – so – enthusiastic attitude of Indians towards processed food. The Government of India's Department of food processing Industries expects a change in the food habits of Indians, with a shift towards value added food, in the near future. Attitudes being changeable, marketers try to alter consumer attitudes in favor of their goods and services. What are the possible ways in which marketers can do this?

Q5. Both the husband and wife in an urban family are working. They find that they just do not get the time to go to a fitness center and so decide to buy a treadmill. Identify the major non marketing determinants in the problem recognition of this family. What are the marketing factors that play a key role in program recognition in the case of a manufacturer?

Q6. The Indian Dental Association [IDA] endorses 'Colgate Total', the premium tooth paste brand from Colgate Palmolive [India] Ltd. What is the importance of this sort of reference appeal in influencing consumer behavior?

Section C – Descriptive Type Question – 2 x 15 = 30 Mark

Answer any Two. Give Real Life Examples in support of your answer where ever necessary.

Q7. Cadbury's Dairy Milk commercials have always focused on the spirit of happiness. The recent commercial with the jingle 'Pappu Pass Hogaya' too, depicts the joy and celebration of life. In this ad a balding middle aged man Pappu passes the standard twelve exams, which becomes the reason for celebration. How can a consumer's mood and comprehension affect the interpretation of an advertising message? Do you think Cadbury's has successfully captured the attention of the target audience?

Q8. Saturn automobile company is one of the popular automobile companies in US. The company has devised various strategies like apprising the consumers of the post purchase servicing needs of their vehicle, and the probable costs involved there in. This helps to reduce the possible cognitive dissonance experienced by consumers, on purchase of an automobile. Considering the above example, discuss how can such initiatives help companies to reduce the effect of post purchase dissonance?

Q9. KFC, a globally famous brand, met with failure in India. The reason for the failure was KFC's inability to understand Indian Culture. Another global brand McDonald's worked at introducing local flavor and achieved success in the market. Many global brands make cross-cultural marketing mistakes while others become huge success. What are the major reasons for brand failure on the account of cross-cultural misinterpretation?

Section – D: (Total 30 Marks)

10. Case Study.

KHADIM GROUP OF COMPANIES

The Journey from a modest beginning

Khadim's early beginning was as a modest footwear wholesaler in Kolkata in the 1950's. Gradually they diversified into manufacturing and exporting of leather products, real estate development, media, communication and chain-store retailing with a noticeable presence in almost all parts of the country. Khadim has today emerged as the market leader in the relevant sectors. However, it is its foray into footwear retailing in 1993, which can be said to be one of the biggest success stories in the footwear industry. Khadim had initially been a well-known name in leather goods in the eastern part of India. But with it entering into the export and superstore divisions apart from footwear, today the Khadim group of companies commands respect not only from the east of the country but from all over India.

The Facets behind Khadim's Success

For Khadim, their success can be directly related to the values cherished and abided by the company. Khadim can be said to have become such a potent player in the industry because of having a keen foresight, sharp business acumen, strong concern for its people along with a deep understanding of the market needs. By keeping a steady finger on the consumer's pulse, Khadim has been able to produce value-for-money products which cater to the needs of all strata of people across the society and satisfy their tastes. The company feels that the success of the brand Khadim can be attributed to:

- Excellent quality
- Cost effective practices
- Centralized control
- Extensive information technology network
- Regulating overheads
- Innovative strategies
- Keen insight for consumer trends
- Catering to regional and cultural needs

Right from the time it entered footwear retailing, Khadim has become synonymous with quality products available at affordable prices. It is the state of the art production methods adopted by the company which ensure economies of scale, which they pass on to their customers. Consequently, customers are able to get the best of the leather products and footwear not only in terms of style and quality but also in terms of price.

In fact, in footwear alone, Khadim is able to stand out amongst the best in the industry. Khadim is among the top three national players in terms of organized footwear retailing. It has more than 250 exclusive retail outlets across the country.

‘Egaro Chain of Departmental stores’

Khadim launched a chain of departmental stores called EGARO on June 1st 2007. Egaro, the chain of departmental stores promises to be a different kind of shopping experience for the family. This chain offers solutions across multiple segments including apparels, footwear, cosmetics, gold ornaments, fashion jewellerys, home needs and grocery which is a one stop shopping hunt for shoppers. All these have been made keeping in mind the fashion and aspiration needs of the consumers which will make them feel free as well as enable them to enjoy the shopping experience.

Khadim’s leadership

In order to be in competition as a leader in the market various efforts have been made by Khadim. Their manufacturing facility is an ISO 9001 company and has been in operation since June 2001. Stringent quality control, round-the-clock production and usage of the latest technology have increased the company’s competitive edge.

However, despite financial success, the company is yet to enjoy a Pan-India presence. So, protracted efforts must be put in order to plan a Pan-India and a global presence in the future.

Attempt All the Questions:

10A. Reference to the above case, help the company in identification of the problem and its probable solution in the prospect of concepts of Consumer Buying Behavior.

10B. Do you really think that the decision of the company to come up with the Egaro Chain of retailing justified as far as Indian Consumer and its buying behavior is concern with respect to Culture and the Sub culture that is followed by the customers of different sets of community.