

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2019

Course: Consumer Behavior & Market Research Program: BBA_MM Course code: MKTG2002 Instructions:	Semester: V Time: 3 Hours Max. Marks: 100
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SECTION A **(10 * 2 Marks Each = 20 Marks)**

1	If a researcher was interested in determining the characteristics of a particular segment of the population, the researcher would use: <ul style="list-style-type: none"> A. Exploratory research B. Causal research C. Descriptive research D. None of the above 	2	CO1
2	Descriptive research can be defined as: <ul style="list-style-type: none"> A. A research approach which is used when a researcher needs general insights into a problem. B. An approach to determine cause-and-effect relationships. C. A snapshot of some aspect of the marketing environment at a particular point in time. D. None of the above. 	2	CO1
3	You want to find out whether Indians between 21 and 40 years of age tend to vote Democratic and whether Indians between 41 and 70 tend to vote Republican. you will most likely use a _____ to collect your data. <ul style="list-style-type: none"> A. Simple random sample B. Mechanical device C. Stratified random sample D. Cluster sample E. Convenience sample 	2	CO1
4	Marialba Hooper is conducting marketing research for a company that is investigating the possibility of entering multiple international markets. As Marialba plans her research in 30 different countries, upon which of the following is she LEAST likely to rely? <ul style="list-style-type: none"> A. Free secondary data B. Translators C. Primary data collected for the purpose of her research D. The same process domestic researchers use 	2	CO1

	E. Personal interviews		
5	<p>_____ is never simple, yet understanding it is the essential task of marketing management.</p> <p>A. Brand personality B. Consumption pioneering C. Early adoption D. Consumer buying behavior</p>	2	CO1
6	<p>Marketers are always trying to spot _____ in order to discover new products that might be wanted.</p> <p>A. Lifestyles B. Cultural shifts C. Groups D. Dissonance E. Attitudes</p>	2	CO1
7	<p>_____ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.</p> <p>A. Opinion leaders B. Habitual buyers C. Social networkers D. Stealth marketers E. Buzz marketers</p>	2	CO1
8	<p>Brand personality is a mix of human traits attributed to a brand. Which of the following is NOT a brand personality trait as discussed in your text?</p> <p>A. Sincerity B. Excitement C. Competence D. Sophistication E. Emotion</p>	2	CO1
9	<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>	2	CO1

10	<p>People forget much that they learn. They tend to retain information that supports their attitudes and beliefs. This is called _____.</p> <p>A. Selective attention B. Selective retention C. Selective attitude D. Selective distortion E. Perceptual vigilance</p>	2	CO1
SECTION B (4* 5 Marks Each -20 Marks)			
1	Discuss the sequence of steps involved in marketing research process	5	CO4
2	Comment on class structure in India	5	CO2
3	Discuss different non-probability sampling methods	5	CO4
4	State the differences between Qualitative and Quantitative Research	5	CO4
SECTION-C (3* 10 Marks Each- 30 Marks)			
1	What are the various methods used for data collection in Marketing Research ? Explain any two of them in detail.	10	CO4
2	Give an example of a situation where stratified sampling technique can be used and why?	10	CO5
3	What type of research objectives and information needs may necessitate use of secondary data? Identify various sources of secondary data.	10	CO4
SECTION-D (30 Marks)			
<p>1. You work in the marketing research department of Burgerking, a fast food firm known for its quality and competitive pricing. Burgerking has developed a new cooking process that makes burgers taste better. However before the new burger is introduced in the market.taste tests will be conducted?</p> <p>Questions:</p> <p>(a) How should the sample size for the taste test be determined?</p> <p>(b) Develop a series of questions/questionnaire to obtain feedback post taste tests from the target respondents comprising the young college goers.</p>			CO5