

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, December 2020

Course: Consumer Behaviour & Market Research

Semester: V

Program: BBA (Logistics Management)

Time: 3 Hours

Course Code: MKTG – 2002

Max. Marks: 100

SECTION A

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

S.N.	Questions	CO
Q1	The process of learning the culture of others is termed as _____ and the process of learning own culture is known as _____.	CO1
Q2	The four important sources of consumers' information searches are _____, _____, _____ and _____.	CO1
Q3	In Sigmund Freud's psychoanalytic theory of _____, the warehouse of primitive or instinctual needs for which individual seeks immediate satisfaction are known as _____; Individual's internal expression of society's moral and ethical codes of conduct is termed as _____; and individual's conscious control that balances the demands of the id and superego is named as _____.	CO1
Q4	The three elements of customer value are _____, _____ and _____.	CO1
Q5	The four major limitations of primary data are _____, _____, _____, and _____.	CO1
Q6	In Unified Theory of Acceptance and Use of Technology (UTAUT) – a prominent technology adoption model, suggested by Prof. Venkatesh & his colleagues, the four determinants of technology usage are _____, _____, _____, and _____.	CO1

SECTION B

- 1. Attempt all questions. Each question carries 10 marks.**
- 2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

Q7	Explain the concepts of Classical and Operant Conditioning and their marketing implications. Give suitable marketing examples.	CO2
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Q8	How do marketers use perceptual maps in positioning brands within the same product category? Design & explain the perceptual map for various logistics organizations.	CO2
Q9	Why it is necessary to analyze critically the secondary data available to the researcher before collecting the primary data? Also, describe the precautions that should be taken while conducting market research based on secondary data.	CO2
Q10	The regional manager of ABC private bank is concerned with the attitudes of customers have towards various aspects the bank, and whether they would recommend the bank to their friends. He has authorized the undertaking of a marketing research study to gather this information and has directed that it cover the following information – customers’ evaluation of the feature/services provided, usage of internet banking and mobile apps, their satisfaction level with services, mobile apps and employees’ responses, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).	CO3
Q11	“Marketers must monitor the evolving structure of Indian family, stage of family in family lifecycle and changing roles of family members in order to frame effective marketing mix strategies.” Substantiate this statement with examples.	CO3
SECTION-C		
<p>1. Attempt the given question. It carries 20 Marks.</p> <p>2. Instruction: Write your detailed views/arguments.</p>		
Q12	<p>(a) Extending ‘Make in India’ campaign and emphasizing on a self-reliant, or ‘<i>aatmanirbhar</i>’, India, Prime Minister Mr. Narendra Modi recently said, “We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged. He also emphasized, “it is time to be vocal about local. We have to make local our motto. Every Indian should be vocal for local.” In view of this, analyze the implications of this campaign on buying behaviour of Indian consumers and marketing practices of local and global business organization.</p> <p>(b) Nowadays you can easily notice young Indians with heavy beards and mustache. This is now considered a new lifestyle statement among youths. Besides, some</p>	CO4

<p>service organizations like hotels, airlines, Universities have accepted the well-maintained beard as a formal appearance of employees or students. Because of this, various companies including Gillette are now facing the problem of low sales. Gillette approaches you as a young marketer to design some strategies to change the attitudes of Indian youth towards clean shave.</p>	
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