



Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Consumer Behaviour & Market Research
Program: BBA (Digital Marketing/CORE - Marketing)
Course Code: MKTG 2002

Semester: IV
Time: 03 Hours
Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q1 (i)	The unique image of the product in customer's mind is called: a) Positioning b) Target Market c) Product Mapping d) Brand Image	2	CO1
(ii)	The process of learning other's culture is known as: a) Enculturation b) Acculturation c) Cross Culture d) Cultural Integration	2	CO1
(iii)	Which source of data will be most suitable for measuring the status of Non-Performing Assets (NPA) in India: a) Primary b) Secondary c) Primary & Secondary d) None of the above	2	CO1
(iv)	_____ is the tendency to consider domestic products are better than foreign products. a) Xenocentrism b) Country of Origin effect c) Product Appeal d) Ethnocentrism	2	CO1
(v)	_____ sampling is a nonprobability sampling technique where existing study subjects recruit future subjects from among their acquaintances. a) Convenience b) Cluster c) Snowball d) Judgmental	2	CO1
(vi)	Which of the following is TRUE? a) Information search comes before decision, but after need identification. b) Need identification comes after information search, but before decision. c) Need identification comes after decision, but before purchase. d) Evaluation of alternatives comes after Need identification, but before purchase.	2	CO1
(vii)	Learning based on outcomes is commonly known as _____ learning: a) Classical b) Operant c) Social d) Experiential	2	CO1

	<p>should make use of relevant positioning frameworks to structure your answer.</p> <p style="text-align: center;">OR</p> <p>In the light of the globalization of the Indian economy and market, do you think that the global perspective in understanding the consumer is more suitable than the perspective of cultural meaning? Justify your answer with suitable examples.</p>		
Q8	<p>The manager of a Fitness centre is concerned with the attitudes of customers have towards various aspects fitness centre, and whether they would recommend the centre 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, employees’ behaviour & expertise, their satisfaction level with services, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).</p>	10	CO3
<p>SECTION-D 2Qx15M= 30 Marks</p>			
Q9	<p>The Indian cryptocurrency market has been growing exponentially over the last few years and is expected to reach up to \$241 million by 2030 in India and \$2.3 billion by 2026 globally. As more and more young Indian investors are excited to explore newer investment options, they are adopting cryptocurrencies such as Bitcoin, Ethereum, and Polygon to make investments that promise them viable returns. Based on this information and your observations, answer the questions given below:</p> <p>(a) List out the reasons of growth of cryptocurrency in India.</p> <p>(b) To what extent the government restrictions and tax rates have changed the consumer behaviour towards cryptocurrency in India. Elucidate.</p> <p>(c) Develop a profile of potential investor of cryptocurrency.</p> <p style="text-align: center;">OR</p> <p>(a) Nowadays you can easily notice young Indians with heavy beards and mustache. This is now considered a new lifestyle statement among youths. Besides, some 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 suggest some strategies to</p>	15	CO4

	<p>change the attitudes of Indian youth towards clean shave.</p> <p>(b) We Indians are having a poor sense of obeying traffic rules (driving sense for vehicle owners and road crossing for pedestrians). All such indifferent behavior leads to road accidents and mishappening. A renowned insurance company hired you to develop some strategies to change the traffic sense for vehicle owners and pedestrians. What strategies would you suggest to change the attitudes of Indians?</p>		
<p>Q10</p>	<p>Read the case carefully and answer the questions given at the end.</p> <p><u>Brand Ambassador: employing real customers to get the word around</u></p> <p>People love talking about things that make them happy - including their favorite products and brands. For example, if you really like an airline - they fly with flair and get you there at a reasonable price or you just love your recently acquired Sony camera - it is too good to keep the knowledge of the experience to yourself. In the old days, you would have chatted up these brands with a few friends and family members, but these days technology allows you to spread the word about products and brands experiences to thousands of other consumers.</p> <p>In response, Marketers are now working to harness the new found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. These programs employ everyday consumers who are passionate about their products to act as part Public Relations agents and part sales representatives.</p> <p>Marketers select their brand ambassadors very carefully, based on customers' devotion to a brand and the size of their social circles. Once selected, the ambassadors are trained with real brand knowledge to go along with their passion for the brand. The ambassadors then tap into friends, family groups and wider audience through personal conversations, blogs, and online social media.</p> <p>For the ambassador, rewards include product samples, gifts, discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new products and services about to be launched. Brand ambassador programs leverage the power of peer to peer communication. Consumers hear about products and brand experiences from others just like themselves - people they trust - rather than from commercial marketing sources.</p> <p>Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high</p>	<p>15</p>	<p>CO4</p>

tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Sony selected customer ambassadors who like to travel, take pictures and use online communications. ‘This is a product with emerging technology and we really need to let consumers see people using it’ says Sony's director of digital imaging.

Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lessons on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked; handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site. College campuses are traditional fertile ground for ambassadors. Marketing companies identify and manage college student ambassadors for diverse products and services.

The brand ambassador approach has its critics. For example, some view the practice as underhanded or deceptive, most firms advise their ambassadors to openly reveal that they are representatives. Others worry that brand ambassadors may be perceived as pressure agents who promote products because they get free stuff - or worse, as annoying interfering people best avoided. The best ambassadors, however, it has been found, are people who are seen as friendly, everyday brand loyalists for love to talk to people about their own experiences.

Questions:

- (a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought products and services? How would your answer change if the product in question was detergent or cooking oil?
- (b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer.
- (c) Comment upon Sony’s strategy of using brand ambassadors to launch its cameras. What can be the possible dangers of using this approach?