

UPES
End Semester Examination, May 2024

Course: BBA LLB
Program: Consumer Behaviour and Market Research
Course Code: CLNL 1044

Semester: II
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
(5Qx2M=10Marks)

S. No.	Multiple choice questions.	Marks	CO
Q1	Which stage involves the consumer evaluating alternatives based on specific criteria? A. Problem recognition B. Information search C. Evaluation of alternatives D. Purchase decision	2	CO1
Q2	Which type of consumer decision-making is characterized by low involvement and little difference between brands? A. Habitual decision-making B. Limited decision-making C. Complex decision-making D. Impulse decision-making	2	CO1
Q3	Which of the following is an example of qualitative research in consumer behaviour? A. Analysing sales data B. Conducting surveys C. Observing consumer interactions in-store D. Statistical modelling	2	CO2
Q4	Which of the following is a characteristic of habitual buying behaviour? A. Extensive information search. B. High involvement in the decision-making process. C. Brand loyalty and repeated purchases. D. Frequent switching between brands.	2	CO1
Q5	A child who pesters their parents to buy a particular toy is an example of which role in consumer behaviour? A. Initiator B. Decider C. Influencer D. Purchaser	2	CO2

SECTION B
(4Qx5M= 20 Marks)

	Attempt all the questions.	Marks	CO
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Q6	What are the stages of the consumer buying decision process?	5	CO2
Q7	Discuss the role of post-purchase communication and support in managing consumer dissonance?	5	CO1
Q8	What factors contribute to the development of brand loyalty among consumers?	5	CO2
Q9	Define perception in the context of consumer behaviour and explain its significance in marketing	5	CO2
SECTION-C (2Qx10M=20 Marks)			
	Attempt all the questions.	Marks	CO
Q10	Define market segmentation and explain its importance in consumer behaviour analysis.?	10	CO3
Q11	Explain the potential challenges and limitations associated with conducting market research, and how can they be addressed?	10	CO3
SECTION-D (2Qx25M=50 Marks)			
	Attempt all the questions.	Marks	CO
Q 12	Big Boss Burger, a popular fast-food chain, is considering revamping its menu to attract more customers and increase sales. The management wants to ensure that the new menu offerings align with consumer preferences and behaviour. Describe how an understanding of consumer behaviour can guide Big Boss Burger in redesigning its menu to cater to the changing tastes and preferences of its target audience	25	CO4
Q13	Evaluate the situational factors that influence consumer behaviour, including purchase context, time constraints, and mood. Illustrate how situational factors can lead to impulse purchases or affect brand choices in different situations. Provide practical examples to support your answer.	25	CO3