

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	BBA (Gen.)	Year/Semester:	5th- Semester
Course/Subject:	Consumer Behavior	Duration:	03:00 Hrs
Course/Subject Code:	06040513	Maximum Marks:	60
		Batch:	2017 & 2018

Instructions:-

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

SECTION-A**(Very Short Answer Type Questions)****Note: All Questions are compulsory: -****[12×1=12 Marks]**

S. No.	Question	Marks Allotted
1	Define consumer behaviour.	1
2	Define consumer research.	1
3	Explain obtaining, consuming and disposing in consumer behaviour.	1
4	Explain direct marketing.	1
5	Explain customer satisfaction.	1
6	Explain personality.	1
7	Explain culture and sub culture.	1
8	Explain customer belief.	1
9	Explain consumer knowledge.	1
10	Explain reference group.	1
11	Explain positive and negative word of mouth.	1
12	Explain opinion leaders.	1

SECTION-B

(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4×2=8 Marks]

S. No.	Question	Marks Allotted
13	Explain the importance of customer loyalty for a brand.	2
14	Explain the role of demography in consumer purchase.	2
15	Describe the characteristics of culture.	2
16	Elaborate the role of reference groups in motivating consumers?	2

SECTION-C

(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4×4=16 Marks]

S. No.	Question	Marks Allotted
17	Explain the 5 marketing concepts.	4
18	Mention important type of direct marketing.	4
19	Explain with examples how different cultures has an impact on consumer buying behaviour.	4
20	Explain diffusion of innovation with diagram.	4

SECTION-D

(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4×6=24 Marks]

S. No.	Question	Marks Allotted
21	Explain the process of consumer research.	6
22	Mention the importance of customer satisfaction.	6
23	What is Social Stratification? Explain the role of Social Class on Segmenting Markets	6
24	Read the Case study and answer the following questions: 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	6

ambassador programs that organize and multiply consumer to consumer interactions about their brands. Marketers select their brand ambassadors very carefully, based on customers' devotion to the brand and the size of their social circles. For the ambassador, rewards include product samples, gift discounts, and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to the company's information about new products and services about to be launched. One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high 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. 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 to hand out discount coupons and blogs weekly about their travel and picture-taking adventures on a dedicated Sony microsite.

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 ambassador likely to succeed? Justify your answer.