



Roll No.																			
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Course Code: MKT 202

Course Name: CONSUMER BEHAVIOUR

Program & Sem: MBA & III

Date: 26.10.2019

Time: 9:30 AM to 11:00 AM

Max Marks: 40

Weightage: 20%

Instructions:

- (i) Answer all the questions
- (ii) Write legibly
- (iii) Draw diagrams for required questions

Part A (Memory Recall Questions)

Answer both the Questions. Each Question carries three marks. (2Qx3M=6M)

1. "The subject of 'Consumer behaviour' is interdisciplinary, in nature. It has borrowed heavily from various disciplines." List all the disciplines from which Consumer Behaviour has borrowed. (C.O.NO.1)[Knowledge]
2. "Perception is a complex process. After a stimulus is detected by the sense organs, the perception process comes into play." Define Perception and Identify the three stages of Perception. (C.O.NO.3)[Knowledge]

Part B (Thought Provoking Questions)

Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)

3. 'Consumer Protection Act get more teeth' with the passage of Consumer Protection Act (CPA) – 2019 Bill in the Parliament. The Bill replaces the CPA - 1986. As a consumer, explain how CPA-2019 will benefit and empower you. (C.O.NO.1)[Comprehension]

4. Distinguish between the three levels of Consumer Decision Making EPS, LPS & RPS by taking an example for each of the above. (C.O.NO.2)[Comprehension]
5. "Personality traits have been found to have an influence on consumer decision making and consumption patterns. The traits that consumers possess, influences their decision making processes and subsequent consumption patterns."
List down any five traits of consumers that are relevant for marketers in consumer decision making and explain their implications for marketers. (C.O.NO.3)[Comprehension]
6. "People commit perceptual errors due to a number of influences. Such influences are called distorting influences." Discuss any two perceptual distortions and their implications for marketers. (C.O.NO.3)[Comprehension]

Part C (Problem Solving Questions)

Answer both the Questions. Each Question carries seven marks. (2Qx7M=14M)

7. You have decided to buy a Laptop, to help you in your Project work of the MBA Program. Explain in detail, the various steps, that you will follow, and the psychological and sociological influences on you, according to the 'Input-Process-Output' Model of Consumer Decision Making. (C.O.NO.2)[Comprehension]
8. "Maslow proposed that human needs could be classified into five levels. Based on the needs and the corresponding motives for purchase and consumption of product/service offerings, the marketer can identify vital clues for segmentation and positioning."
Illustrate, by taking examples of at least three products / brands for each level of need, how they help the marketers, in segmenting and targeting the customers. (C.O.NO.3)[Application]



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MKT 202

Course Name: Consumer Behaviour

Date: 26-10-2019

Time: 90 Minutes

Max Marks: 40

Weightage: 20%

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (%age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type [Marks allotted]	Total Marks
			[Marks allotted] Bloom's Levels	[Marks allotted] Bloom's Levels		
			K	C	A	
1	1	1	3 M			3 M
2	3	2	3 M			3 M
3	1	1		5 M		5 M
4	2	1		5 M		5 M
5	3	2		5 M		5 M
6	3	2		5 M		5 M
7	2	1			7 M	7 M
8	3	2			7 M	7 M
	Total Marks		6 M	20 M	14 M	40 M

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must

be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF MANAGEMENT

SOLUTION

Semester: III

Course Code: MKT 202

Course Name: Consumer Behaviour

Date: 26-10-2019

Time: 90 Minutes

Max Marks: 40

Weightage: 20%

Part A

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	Consumer Behaviour is interdisciplinary in nature. It has borrowed heavily from psychology (the study of the individual: individual determinants in buying behavior), sociology (the study of groups: group dynamics in buying behavior), social psychology (the study of how an individual operates in group/groups and its effects on buying behavior), anthropology (the influence of society on the individual: cultural and cross-cultural issues in buying behavior), and economics (income and purchasing power).	3 Marks 1 Mark for 2 points	7 Minutes
2.	Perception: The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. The Perceptual Mechanism: i) Perceptual Selection: ii) Perceptual Organization: iii) Perceptual Interpretation	3 Marks 1 Mark for definition and 2 marks for stages.	7 Minutes

Part B

(4Q x 5M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
3.	<p>In addition to the existing consumer rights, there are five new consumer rights added in CPA-2019:</p> <ol style="list-style-type: none"> 1. Right to file a complaint from anywhere 2. Right to seek compensation under product liability 3. Right to protect consumers as a class 4. Right to seek a hearing using video conferencing 5. Right to know why a complaint was rejected 	5 Marks 2 Mark for each point	9 Minutes
4.	<p>LEVELS OF DECISION MAKING: While decision making is defined as the selection of an alternative to solve a problem, the time and effort required to complete the process varies across buying situations. We may define three kinds problem solving spread over a continuum; these are referred to as the levels of consumer decision making;</p> <p>(i) Extensive problem solving (EPS) (ii) Limited problem solving (LPS) (iii) Routinized problem solving (RPS)</p>	5 Marks 3 Marks + 2 Marks for examples.	9 Minutes
5.	<p>Personality traits have been found to have an influence on consumer decision making and consumption patterns. The traits that consumers possess, influences their decision making processes and subsequent consumption patterns. Some of these traits and their relevance for a marketer are explained as follows:</p> <ul style="list-style-type: none"> • Consumer Innovativeness: • Consumer Susceptibility to Interpersonal Influence: • Consumer Ethnocentrism: • Dogmatism • Optimum Stimulation Levels 	5 Marks 1 Mark for each point	9 Minutes
6.	<p>People commit perceptual errors due to a number of influences. Such influences are called distorting influences:</p> <ul style="list-style-type: none"> • Stereotypes • First impression 	5 Marks 2 Marks for each point + 3 Marks for Implications	9 Minutes

Part C

(2Q x 7M = 14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
7.	<p>Student should draw the Input-Process-Output Model and explain the following with the laptop example:</p> <p>Factors affecting Consumer Behavior:</p> <ul style="list-style-type: none"> • Marketing Factors • Personal Factors • Psychological Factors • Situational Influences • Social Factors • Cultural Factors <p>Student should explain the above factors with example.</p>	<p>7 Marks 5 Marks + 2 Marks for laptop example.</p>	<p>20 Minutes</p>
8.	<p>Maslow proposed that human needs could be classified into five basic levels, viz., basic /primary needs, safety/security needs, social/affiliation needs, ego/esteem needs and self-actualization needs.</p> <p>Each of the needs could be ranked in order of importance from the lowest to the highest through a pyramid structure starting from basic /primary needs to the safety/security needs to the social/affiliation needs to the ego/esteem needs, to finally the self-actualization needs.</p> <p>The first two needs, viz. basic /primary needs and safety/security needs were biogenic in nature and were regarded as lower-order needs; while the rest of the three, viz., social/affiliation needs, ego/esteem needs and self-actualization needs were psychogenic in nature and were regarded as higher-order needs.</p>	<p>7 Marks 4 Marks + 3 Marks for examples</p>	<p>20 Minutes</p>



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Date: 26.10.2019

Course Code: MKT 202

Time: 9.30 AM to 11.00 AM

Course Name: CONSUMER BEHAVIOUR

Max Marks: 40

Program & Sem: MBA & III

Weightage: 20%

Instructions:

- (i) Answer all the questions
- (ii) Write legibly
- (iii) Draw diagrams for required questions

Part A [Memory Recall Questions]

Answer both the Questions. Each Question carries three marks. (2Qx3M=6M)

1. Define interdisciplinary nature of consumer behaviour. (C.O.NO.1) [Knowledge]
2. Describe Consumer Ethnocentrism with suitable examples
(C.O.NO.2) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)

3. Explain any three defense mechanism in consumer behaviour with two examples each
(C.O.NO.3) [Comprehension]
4. Discuss extensive, limited problem solving and routinized response behaviour. What level of consumer decision making will be used by consumers for the following two cases:
 - i) Selection of school for their child.
 - ii) Purchase of an anniversary greeting card

(C.O. NO.3) [Application]

5. Discuss trio of needs with three examples each.

(C.O.NO.3) [Comprehension]

6. Explain cognitive dissonance in consumer behaviour with three examples

(C.O.NO.3) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries seven marks. (2Qx7M=14M)

7. For each of following products, select one level or more from Maslow's hierarchy of human needs. Illustrate how you would use the need you selected in promoting the product to a market segment of your choice. The products are: water, expensive shoes, and foreign tour.

(C.O.NO.3) [Application]

8. Illustrate the consumer decision-making process with real life example i.e. when purchasing a brand new car.

(C.O.NO.3) [Application]



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MKT 202

Course Name: Consumer Behaviour

Date: 26/10/2019

Time: 1.30 hour(9.30 am – 11am)

Max Marks: 40

Weightage: 20

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (%age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels	Thought provoking type [Marks allotted] Bloom's Levels	Problem Solving type [Marks allotted]	Total Marks
			K	C	A	
Q1	CO1 7.5%	Module 1	03			03
Q2	CO2 7.5%	Module 2	03			03
Q3	CO3 12.5%	Module 2		05		05
Q4	CO3 12.5%	Module1			05	05
Q5	CO3 12.5%	Module 2		05		05
Q6	CO3 12.5%	Module1		05		05
Q7	CO3 17.5%	Module2			07	07
Q8	CO3 17.5%	Module1			07	07
	Total Marks		06	20	14	40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

[Name of faculty]

Dr. Pramod Goyal

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF Management

SOLUTION

Semester: III

Course Code: MKT 202

Course Name: Consumer behaviour

Date:

Time: 1.30 hour

Max Marks: 40

Weightage: 20

Part A

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Consumer behaviour concepts disciplines of study such as psychology, sociology, social psychology, cultural anthropology and economics.	1 2	6.75 minute
2	Ethnocentrism meaning i.e. prefer own country made products. Real life examples such as consumer prefer own country made products like Patanjali Products etc	1 2	6.75 minutes

Part B

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	1. Meaning and importance of defense mechanism as a result of not achieving goal 2. Types of defense mechanism like Repression, Aggression, Rationality etc.	02	11.25 minutes
		03	
4	1. Definition of three types of consumer decision i.e. Routine, Limited and extensive decision making 2. explanation of given two cases	02	11.25 minutes
		03	
5	1. Understanding the 3 types of needs: Achievement, affiliation, and power 2. Discuss with examples	02	11.25 minutes
		03	
6	1. Cognitive dissonance explanation 2. Illustration with three examples such as after purchasing a Sony mobile phone, you feel that Samsung was best with respect to features, price etc.	02	11.25 minutes
		03	

Part C

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
7	1. Explanation of Maslow's hierarchy of needs is a theory by Abraham Maslow, which puts forward that people are motivated by five basic categories of needs: physiological, safety, love, esteem, and self-actualization. 2. How they are Correlating the various needs with the products i.e. : water, expensive shoes, and foreign tour	02	15.75 minutes
		05	
8	1. Description of Consumer behaviour decision making process 2. Illustration with all steps with given products i.e. purchasing brand new car such as <ul style="list-style-type: none"> • Need Recognition • Searching and gathering Information • Evaluating the Alternatives • Actual Purchase of the Product or the Service • Post Purchase Evaluation 	02	15.75 minutes
		05	

Total

90 minutes



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET A

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20
Course Code: MKT 202
Course Name: CONSUMER BEHAVIOUR
Program & Sem: MBA & III

Date: 08 January 2020
Time: 1:00 PM to 4:00 PM
Max Marks: 80
Weightage: 40%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Add examples and illustrations wherever required

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 5 marks. (6Qx5M=30M)

1. Define consumerism. Briefly explain any four consumer rights. (C.O.No.1) [Knowledge]
2. Define consumer behavior. Explain the consumer decision making process with the help of a diagram. (C.O.No.2) [Knowledge]
3. What is brand personality. Explain how Freudian theory of personality is used for product positioning. (C.O.No.3) [Knowledge]
4. Explain the tri component model of attitude with the help of a neat diagram. (C.O.No.4) [Knowledge]
5. Define culture. Explain any two characteristic features and two components of culture. (C.O.No.5) [Knowledge]
6. What is celebrity endorsement. Briefly explain its influence in high involvement products. (C.O.No.5) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks. (2Qx10M=20M)

7. According to behavioural learning theory, "when a stimulus is paired with another stimulus that elicits a known response that serves to produce the same response when used alone".
 - a) Do you agree with this statement?
 - b) Which behavioural theory is referred to?
 - c) Explain how marketers use this concept to promote their products with any four examples from the real world. (C.O.No.4) [Analysis]
8. Our buying behavior is based on several important considerations influenced by our family and their roles. Explain the role played by family member and his stage in the family life cycle in influencing the buying decisions for the following products with an example from the real world. (C.O.No.5) [Application]

- a) Car
- b) Jewellery
- c) House
- d) New furniture
- e) Insurance Policy
- f) Fashion accessories
- g) Movies

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries 15 marks.

(2Qx15M=30M)

9. Renault entered India in 2007. The company did a joint venture with Mahindra and introduced the car Logan. It was a big flop which led to the closure of the joint venture with Mahindra group in 2010. The company launched a sedan named Fluence followed by Koleos in the SUV segment. Later, Renault realised that craze for SUV was increasing in India day by day. Scorpio was the market leader in the segment with Scorpio launched in 2002. It had huge mass appeal in India. Increased seating capacity and cargo space. Renault observed that there was a gap between brands of global players which was costing 15 lakhs and above and that of Indian brands costing 6 lakhs. Hence, Renault introduced Duster to bridge this gap.

Renault spent more time on reading the customer's needs and wants before introducing its SUV. It helped the firm to understand the customer tastes and include those features in their car. They did several modifications to the car. Finally, Duster was launched in India in 2012. Rapid increase in sales led to Duster's success. Right now, Ford India is a tough competitor with Eco Sport in the same segment. Mahindra's XUV 500 is another competitor.

- a) What are the product buying motives according to you that persuades customers to buy a car?
- b) Draw the motivation model for buying a car.
- c) What aspects made Duster a successful brand?
- d) What should Duster do to maintain its market share?
- e) What is the logic behind introducing Renault Captur in 2019?
- f) Is it rational or emotional appeal which dominates in the above case? Give reason.

(C.O.No.2) [Analysis]

10. Marketers are trying to influence consumers decision making through various ways. Sociocultural factors like, family, social class and culture influence customers in purchasing various products. Consumers tend to reduce the perceived risk of buying various products through many methods. There are certain groups of gatekeepers deliberately placed by marketers. In recent times, most of the online purchase is influenced by opinion leaders and reference groups.

- a) What is a reference group. Give examples for types of reference groups.
- b) Who are the opinion leaders and what are their characteristic features.
- c) Explain various online marketing communication tools used to influence customer purchase by using opinion leadership.

(C.O.No.5) [Analysis]



SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

MKT 202 – CONSUMER BEHAVIOUR

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type	Total Marks
			[Marks allotted] Bloom's Levels	[Marks allotted] Bloom's Levels	[Marks allotted] A	
			K	C		
1	CO1	Unit1	5			5
2	CO2	Unit1	5			5
3	CO3	Unit 2	5			5
4	CO4	Unit 3	5			5
5	CO5	Unit 4	5			5
6	CO5	Unit 4	5			5
7	CO 4			10		10
8	CO 5			10		10
9	CO2 CO1 CO3	Unit 1 & 2 10+5			15	15
10	CO4 CO5	7.5+7.5			15	15
	Total Marks		30	20	30	80

K =Knowledge Level C = Comprehension Level, A = Application Level

CO 01: 10 MARKS, CO 02: 10 MARKS, CO 03 :15 MARKS, CO 04:22.5 MARKS, CO 05:22.5 MARKS

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

Faculty Signature:

Reviewer Comment:



SCHOOL OF MANAGEMENT

SOLUTION

Semester: Odd Sem. 2019-20
Course Code: MKT202
Course Name: Consumer Behaviour
Program & Sem: MBA III Semester

Date: 08.12.2019
Time: 3 HRS
Max Marks: 80
Weightage: 40%

Part A

(6Q x 5M = 30Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
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1	<ul style="list-style-type: none"> • Protection of People against economic exploitation • "The movement seeking to protect and inform consumers by requiring such practices as honest packaging and advertising, product guarantees, and improved safety standards." • Right to safety against hazardous goods and services • Right to be informed about quality, quantity, purity, standard, price • Right to choose from a variety at competitive prices • Right to be heard • Right to seek redressal • Right to consumer education 	Meaning – 2M Mentioning 4 rights – 2M Explanation 1M	15 Mins
2	<ul style="list-style-type: none"> • The behaviour that consumers display in searching for, purchasing, using, evaluating & disposing of products & services that they expect will satisfy their needs. • Need recognition –information search – evaluation, purchase decision – post purchase behaviour 	Meaning -2M CB Process- 3M	15 Mins
3	<ul style="list-style-type: none"> • The inner psychological characteristics that both determine and reflect how a person responds to his or her environment • Id <ul style="list-style-type: none"> • Warehouse of primitive or instinctual needs for which individual seeks immediate satisfaction • Superego <ul style="list-style-type: none"> • Individual's internal expression of society's moral and ethical codes of conduct • Ego <ul style="list-style-type: none"> • Individual's conscious control that balances the demands of the id and superego • Consumer researchers using Freud's personality theory see consumer purchases as a reflection and extension of the consumer's own personality 	Meaning -2M Naming three components -2M Explanation -1M	15 Mins
4	<p>A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object.</p> <ul style="list-style-type: none"> • Cognitive Component <ul style="list-style-type: none"> – The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. • Affective Component <ul style="list-style-type: none"> – A consumer's emotions or feelings about a particular product or brand. • Conative Component <ul style="list-style-type: none"> – The likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. 	Meaning -2M Naming - 1 M Explanation-2 M	15 Mins
5	<p>The sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society</p> <ul style="list-style-type: none"> • Culture is natural and permeates naturally into the social system 	Meaning -2M Explanation -3M	15 Mins

	<ul style="list-style-type: none"> • Culture helps in satisfaction of needs • Culture is not inborn; it is learnt as a result of the socialization process • Culture is shared <p>Values, language, myths, traditions are the components of culture.</p>		
6	<p>Using celebrities for brand promotion. They can be famous personalities in sports or cinema industry. They have a fan following and consumers want to imitate their consumption pattern.</p> <ul style="list-style-type: none"> • Celebrity appeals: Celebrity appeals are the most commonly used kind of appeal. • The public admires film stars, TV personalities and sportspersons. • They represent a lifestyle that people aspire to be in. • People idolize them and aspire to become like them. • Thus, marketer's use of celebrities particularly for FMCG products. 	<p>Meaning -2M 1 M for each reason</p>	15 Mins

Part B

(2Q x 10M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
7	<p>The diagram illustrates the process of classical conditioning. It starts with an Unconditioned Stimulus (Meat paste) which naturally leads to an Unconditioned Response (Salivation). A Conditioned Stimulus (Bell) is introduced, and through repeated pairings, it becomes associated with the Unconditioned Stimulus. After repeated pairings, the Conditioned Stimulus (Bell) alone leads to a Conditioned Response (Salivation).</p> <p>Theory of classical conditioning</p> <ul style="list-style-type: none"> • Increases the association between the conditioned and unconditioned stimulus • Slows the pace of forgetting • Advertising wearout is a problem • Helps “me-too” products to succeed • Useful in product extensions <p>Yes. Repeation of ads is done to condition the customers which leads to increase in brand recall.</p>	<p>Yes 1 M Classical conditioning -1 M Explanation -5 M Examples- 3M</p>	25 Mins
8	<p>It is noteworthy that from a marketers perspective while, families have been referred to as <i>households</i>, <i>not</i> all households are families</p> <p>a) Car – newly married with dependent children - spouse – influencer, gatekeeper, decider, user</p> <p>b) Jewellery – adolescent, newly married - spouse, children, parents</p>	<p>Identifying family roles for 7 products– 3 M Identifying FLC for 7 products -3M Linking – 4 M</p>	25 Mins

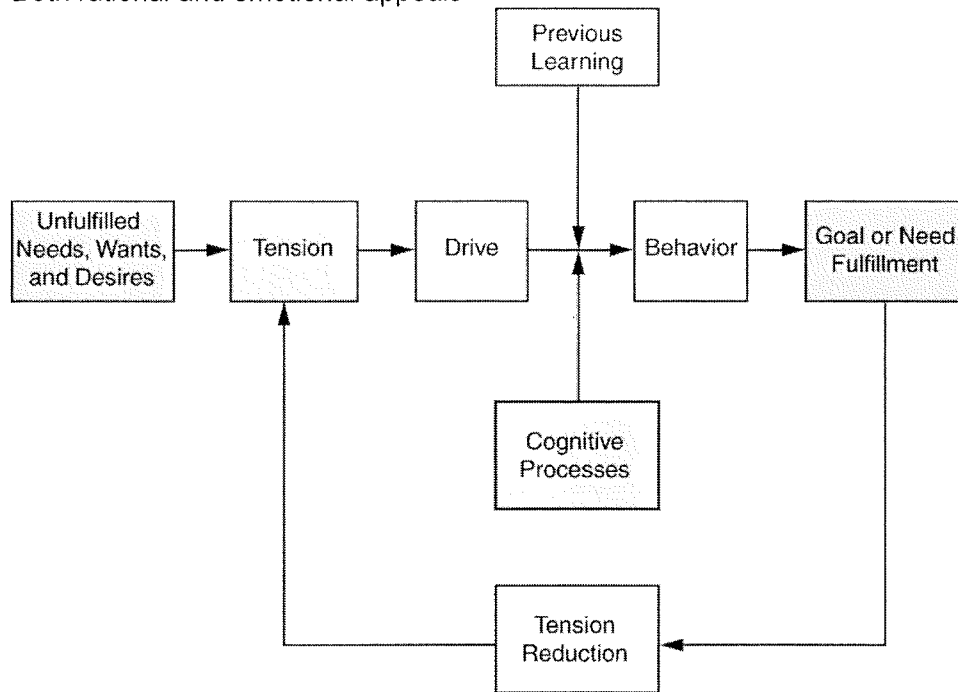
	<p>c) House- newly married with/ without children, dependent parents- ads focusing advantages of a gated community</p> <p>d) New furniture – newly married – big family – with children – influencer- gatekeeper –deciders - disposers</p> <p>e) Insurance Policy – children – married with dependent children – nearing retirement – influencers- decider -buyer</p> <p>f) Fashion accessories – early adolescent – youth – newly married – influencers – deciders - gatekeepers</p> <p>g) Movies – children – adolescents – teenagers – newly married –family with dependent children – influencers- preparers- users - maintainers</p>		
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Part C

(2Q x 15M = 30 Marks)

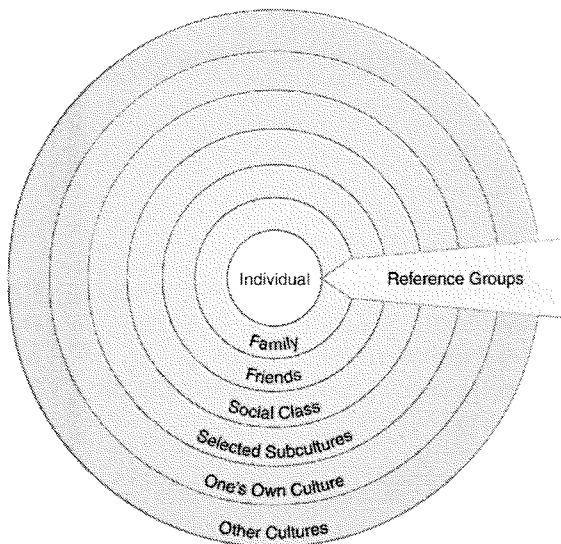
Q No	Solution	Scheme of Marking	Marking required for the Questions
9	<p>a) Three common types of customer buying motives are rational, emotional, and patronage motives. A customer may have more than one buying motive, but typically the dominant buying motive drives a particular purchase. Utility, what role car plays in consumer's life- expressing status, symbol of success, love to drive – connecting with consumers-</p> <p>b)</p> <p>c) Identifying the gap – customer needs – right pricing – product design – positioning – value for money</p> <p>d) Product improvements – new designs – celebrity endorsements – aggressive promotion</p> <p>e) New model – capture – new style –look – competitive –more advantages-</p>	<p>Identifying motives -4M Model -4M Reasons for success-4M Capture and appeals – 3M</p>	30 marks

f) Both rational and emotional appeals



10

A person or group that serves as a point of comparison (or reference) for an individual in the formation of either general or specific values, attitudes, or behavior.



- The process by which one person (the *opinion leader*) informally influences the consumption actions or attitudes of others who may be *opinion seekers* or *opinion recipients* One of those people, who indulge in informal product related communication, usually provides information about a product or product category, whether it would be useful to buy, how it would be used etc.
- He would also offer advice as to which of several brands is the best and from where it should be bought. This person is known as the *Opinion Leader* and the process is known as *Opinion Leadership*.
- *Opinion Leaders* are not generic in nature; they are specific to a product category and the *Opinion Leader* for a product category would become an *Opinion Receiver/Seeker* for another product category.

Meaning of reference group -2M
Examples-4M
Opinion leaders -4M
Online opinion leaders – 5M

30 M

	Explain social media marketing – customer reviews – content marketing – viral marketing – youtube videos – online reviews for various products.		
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Date: 08 January 2020

Course Code: MKT 202

Time: 1:00 PM to 4:00 PM

Course Name: Consumer Behavior

Max Marks: 80

Program & Sem: MBA & III

Weightage: 40%

Instructions:

- a. *Answer all the questions*
- b. *Write legibly*
- c. *Draw diagrams for required questions*

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 5 marks.

(6Qx5M=30M)

1. Explain the various fields that have contributed to the study of CB? (C.O.No.1) [Knowledge]
2. Define Consumer Behaviour. Explain the applications of Consumer Behaviour.
(C.O.No.2) [Knowledge]
3. Define Perception. Explain the nature of perception. (C.O.No.3) [Knowledge]
4. Explain the 'Tri-component Model of Attitude', and its implications for marketers.
(C.O.No.4) [Knowledge]
5. Define Opinion Leader. What are the roles played by opinion leaders?
(C.O.No.5) [Knowledge]
6. What is Culture? What are the components of culture? (C.O.No.5) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks.

(2Qx10M=20M)

7. 'Proposed by Ivan Pavlov, a Russian psychologist, in the 1920's, this pioneering work was based on the famous experiments that were conducted on dogs.' Explain the 'Theory of Classical Conditioning' as proposed by Ivan Pavlov and its implications for marketers, by giving an example of your choice. (C.O.No.4) [Comprehension]

8. 'While designing the messages, marketers may use various kinds of appeals so that the consumer can identify himself with the spokesperson (from the reference group) in the advertisement.' What are Reference Groups? Analyze the commonly used reference group appeals with examples from your own experience. (C.O.No.5) [Analysis]

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries 15 marks.

(2Qx15M=30M)

9. 'The family life cycle has been defined as a series of stages through which most families' progress, with varying characteristics across varies stages.' What is the significance of Family Life Cycle (FLC) to Marketers? Analyze the different stages of the Traditional family life cycle, and the implications for marketer. Identify, any five different products and services which will be of interest to consumers at each stage of FLC. (C.O.No.5) [Analysis]
10. You as a consumer, have decided to purchase an apartment in the city of Bengaluru. Illustrate the psychological and sociological influences that influence you in your buying decision. Apply the concepts of 'Input-Process-Output Model of Consumer Decision Making' and explain the step by step consumer buying decision process (with a neat diagram). (C.O.No.2) [Application]



SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted]	Thought provoking type [Marks allotted]	Problem Solving type [Marks allotted]	Total Marks
			Bloom's Levels K	Bloom's Levels C	A	
1	1	1	5			5
2	2	1	5			5
3	3	2	5			5
4	4	3	5			5
5	5	4	5			5
6	5	4	5			5
7	4	3		10		10
8	5	4		10		10
9	5	4			15	15
10	2	1			15	15
Total Marks			30	20	30	80

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines.

Faculty Signature:

Reviewer Comment:



SCHOOL OF MANAGEMENT

SOLUTION


Semester: Odd Sem. 2019-20
Course Code: MKT 202
Course Name: Consumer Behavior
Program & Sem: MBA & III Semester

Date: 08 Jan 2020
Time: 3 HRS
Max Marks: 80
Weightage: 40%

Part A

(6Q x 5M = 30 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	The subject is interdisciplinary. It has borrowed heavily from psychology (the study of the individual: individual determinants in buying behavior), sociology (the study of groups: group dynamics in buying behavior), social psychology (the study of how an individual operates in group/groups and its effects on buying behavior), anthropology (the influence of society on the individual: cultural and cross-cultural issues in buying behavior), and economics (income and purchasing power).	5 M	11 Minutes
2	“The behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.” Application of Consumer Behavior: 1. Analyze the environment 2. Segmentation, targeting and positioning: 3. Designing the Marketing Strategy: 4. Designing the Marketing Mix: 4 Ps	Definition – 2 Marks Applications – 3 Marks	11 Minutes
3	Perception: The process by which an individual select, organizes, and interprets stimuli into a meaningful and coherent picture of the world. Nature of Perception: 1. Perception is a complex process. 2. It is also an intellectual process; it involves a lot of cognitive effort. 3. Perception is broad in nature; it includes a physiological	Definition – 2 Marks Nature – 3 Marks	11 Minutes

	<p>component (through sensation), as well as sociological and psychological components.</p> <p>4. Perception is a subjective process as two people may perceive the same stimuli differently.</p>		
4	<p>As the name suggest, the tri-component attitude model states that attitudes are composed of three components, viz., a knowledge (cognitive) component, feeling and emotional (affect) component and the action (conative) component.</p>  <p style="text-align: center;"><small>Figure 1: Tri-component Attitude Model Source: Schifman, I. G. and Kanungo, J. L., Consumer Behaviour, 9th Edition, Pearson, Prentice Hall</small></p> <p>As per the model, the knowledge and the feeling component cannot be seen, they can only be inferred; it is only the behavioral component which can be observed.</p>	<p>Model – 3 Marks Implications – 2 Marks</p>	11 Minutes
5	<p>One of those people, who indulge in informal product related communication, usually provides information about a product or product category, whether it would useful to buy, how it would be used etc. He would also offer advice as to which of several brands is the best and from where it should be bought. This person is known as the Opinion Leader and the process is known as Opinion Leadership.</p> <p>Roles played by opinion leaders:</p> <ol style="list-style-type: none"> Authority figure Trend setter Local Opinion Leader 	<p>Definition – 2 Marks Roles – 3 Marks</p>	11 Minutes
6	<p>Culture may be defined as the “personality of a society”. It is broad and all pervasive in nature, inclusive of language, customs and traditions, norms and laws, religion, art and music, etc.</p> <p>Components of Culture:</p> <ul style="list-style-type: none"> - Values - Language - Myths - Customs - Rituals - Laws 	<p>Definition – 2 Marks Components – 3 Marks</p>	11 Minutes

Part B

(2Q x 10M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
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7	<p>Proposed by Ivan Pavlov, a Russian psychologist, in the 1920's, this pioneering work was based on the famous experiments that were conducted on dogs. Pavlov believed:</p> <ul style="list-style-type: none"> - all living beings are passive in nature; they can be taught how to behave through repetition or conditioning; and, - learning occurs as a repeated connection/association between stimulus and response (Stimulus → Response) or (S - R). - learning takes place through conditioning; as such classical conditioning also came to be known as respondent conditioning. - learning becomes conditioned when a stimulus that is paired with another stimulus that leads to a known response serves to produce the same response when used alone. <p>Implications for Marketers:</p> <ul style="list-style-type: none"> a) Repetition b) Stimulus generalization c) Stimulus discrimination 	<p>Explain the Theory – 4 Marks Implications with example – 6 Marks</p>	22 Minutes
8	<p>A reference group may be a person or a group to which an individual looks up as a frame of reference for his general and specific acts of behavior, values, opinions, attitudes etc. The reference person or the reference group exercises tremendous influence on an individual.</p> <p>Reference Group Appeals:</p> <ul style="list-style-type: none"> i) Celebrity appeals: ii) Expert appeals: iii) Common man appeals: iv) Executive appeals, trade or spokes-character appeals: v) Other appeals 	<p>Definition – 3 Marks Appeals with Examples – 7 Marks</p>	22 Minutes

Part C

(2Q x 15M = 30Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
9	<p>Traditionally the life cycle, illustrated a progression of stages through which families passed; it comprised stages, starting from bachelorhood (single), to married (couple), to family growth (parenthood: birth of children), to family contraction (grown up children leaving home for studies or employment) to post parenthood (all children leaving home) to dissolution (single survivor: death of one of the spouses). Based on these, the traditional FLC can be</p>	<p>Explain FLC – 7 Marks 5 Examples at each stage – 8 Marks</p>	33 Minutes

	<p>synthesized into five basic stages, which may be mentioned as follows:</p> <ul style="list-style-type: none"> - Stage I: Bachelorhood: Young single adult (male/female) living apart from parents and into a livelihood. - Stage II: Honeymooners: Young married couple. - Stage III: Parenthood: Married couple with at least one child living with them at home. - Stage IV: Postparenthood: An older married couple with no children living at home. Children have left home for studies or for employment. - Stage V: Dissolution: One surviving spouse. 		
10	<p>Student should draw the Input-Process-Output Model and explain the following with apartment buying as an example.</p> <p>Factors affecting Consumer Behavior:</p> <ul style="list-style-type: none"> • Marketing Factors • Personal Factors • Psychological Factors • Situational Influences • Social Factors • Cultural Factors <p>Student should explain the above factors with example.</p>	<p>Model with Diagram – 8 Marks Example with steps – 7 Marks</p>	33 Minutes

