ROLL NO.

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100   Max Time: 180 Mins   Weightage: 40 %

END TERM FINAL EXAMINATION

I Semester AY 2017-2018   Course: **MKT 302 Consumer Behavior**   20 Dec 2017

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Instructions:
  i.   Write legibly

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Part A

[5 Q x 4 M= 20 Marks]

1. Strategically speaking, why is impression-based targeting better than segment-based targeting?

2. Describe Google's role in advertising online?

3. What is Enculturation and Acculturation? Explain with suitable examples.

4. Distinguish among beliefs, value, and customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs.

5. What is 'Klout Score'? Describe its advantages in Consumer Behavior.

Part B

[5Q x 8M= 40 Marks]

6. How does the family influence the consumer socialization of children? What role does television advertising play in consumer socialization?

7. What is consumer socialization? Explain the consumer socialization process with a suitable example.

8. How can companies strategically use buzz agents and viral marketing? Illustrate with examples.

9. What are reference groups? List and discuss at least four group that influence your purchase. For each group, indicate whether its influence is comparative or normative (or, possible, both) and explain your answers.

10. Summarize an episode of a TV on online series that you watch regularly. Describe how the episode transmitted cultural beliefs, values, and customs in Indian context.

Part C

11. You are the owner of two furniture stores, one catering to upper-middle-class consumers and the other to lower-class consumers. How do social-class differences influence each store's: (a) product line and styles, (b) advertising media selection, (c) copy and communication style used in the advertisement, and (d) payment policies?

12. You are the marketing vice president of a large soft-drink company. Your company's advertisement agency is in the process of negotiating a contract to employ a super star female singer to promote its product. Discuss the reference group factors that you would consider before the celebrity is hired.

PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 60　　　　　　　Max Time: 120 Mins　　　　　　　Weightage: 20 %

2016 MBA III Semester

MID TERM EXAMINATION

I Semester AY 2017-18　　　　Course:　**MKT 302, Consumer Behaviour.**　　　9th Oct'17

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Instructions:
   i.　Write legibly

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Part A

(5 Q x 2 M= 10 Marks)

1. What is Ambush Marketing? Give an example.
2. Explain the role of neuro marketing in consumer behavior subject.
3. Describe the interrelationship between consumer behavior and the marketing concept.
4. What is id, Ego and Super Ego?
5. What is just noticeable difference (JND)? Give an example.

Part B

(6Q x 5 M= 30 Marks)

1. What is brand personality? Describe different types of brand personality with suitable examples.
2. Discuss the role of social and behavioral sciences in developing the consumer decision making process.
3. Contrast the major characteristics of the following personality theories: (a) Freudian theory, (b) Neo-Freudian theory, and (c) Trait theory.
4. Compare broadcasting and narrowcasting and explain why is marketing moving away from using broadcasting and into narrowcasting & addressable marketing.
5. What is 'PERMA' model? Explain it with a suitable example of your choice.
6. What is cognitive learning? How it is different from Instrumental Conditioning?

Part C

(2 Q x 10 M= 20 Marks)

1. How can marketers use technology to improve customer retention and enhance their bonds with customers?
2. How are market segmentation, targeting, and positioning interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice.