



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF LAW

Max Marks: 45

Max Time: 55Mins

Weightage: 30 %

Set A

TEST 1

Semester II, 2016-17

Course: **BBLA 202, Consumer Behavior.**

25th Feb'17

Instructions:

- i. Write legibly

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 the context of consumer behavior ?
3. Describe the interrelationship between consumer behavior and the marketing concept.
4. What is qualitative and quantitative research?
5. What is Just Noticeable Difference (JND) ? Give an example.

Part B

(3 Q x 5 M= 15 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.

Part C

(2 Q x 10 M= 20 Marks)

1. How can marketers use technology to improve customer retention and enhance their bond 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.



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TEST 2

Semester II, 2016-17

Course: BBBA 202, Consumer Behavior.

24th March '17

Instructions:

- i. Write legibly

Part A

(5 Q x 2 M= 10 Marks)

1. Strategically speaking, why is impression-based targeting better than segment-based targeting?
2. Should marketers use more verbal copy than artwork in prints ads? Explain your answer.
3. How can marketers use social networks, brand communities, and weblogs to locate new customer and target them?
4. Describe Google's role in advertising online?
5. Compare the advantage and disadvantage of Google Analytics measurement technique.

Part B

(3 Q x 5 M= 15 Marks)

1. Discuss the strategic differences between traditional media channels and new media.
2. What is reference group? List and discuss at least four groups that influence your purchase. For each group, indicate whether its influence is comparative or normative (or, possible, both) and explain your answer.
3. Why is an opinion leader a more credible source of product information than an advertisement for the product? Are there any circumstances in which information from advertisements is likely to be more influential than word-of-mouth?

Part C

(2 Q x 10 M= 20 Marks)

1. You are the Marketing Vice President of a large soft drink organization. Your organization's advertising 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 should consider before the celebrity is hired.
2. Compare broadcasting and narrowcasting and explain why is marketing moving away from using broadcasting and into narrowcasting & addressable marketing.



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TEST 3

Semester II, 2016-17

Course: **BBLA 202, Consumer Behavior.**

21st April' 17

Instructions:

- i. Write legibly

Part A

(5Q x 2 M= 10 Marks)

1. What is Enculturation and Acculturation? Give an example.
2. What is Consumer Socialization?
3. What is Geo- demographic segmentation? Explain with an example.
4. Distinguish - beliefs, value and customs.
5. What is Ritualistic behavior? Give an example.

Part B

(3Q x 5 M= 15 Marks)

1. How does the family influence the consumer socialization of children? What role does television advertising play in consumer socialization?
2. Why do marketing researchers use objective, rather than subjective, measures of social class?
3. Select five commercials that were broadcast during an episode and describe how each reflects a cultural values(s).

Part C

(2Q x 10 M= 20 Marks)

1. Find advertisements for two brands of deodorants. Do a content analysis of written and pictorial aspects of each advertisement. Identify any core value portrayed in each advertisement and explain your choices. Describe how the symbols in each advertisement convey the deodorant's characteristics and brand image.
2. You are the owner of two furniture stores, one catering to upper-middle-class consumers and the other to lower-class consumer. How do social-class differences influence each store's: (a) product lines and styles, (b) advertising media selection, (c) copy and communication style used in the advertisement, and (d) payment policies?