PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022

Course Code : BBA2015

Course Name : Consumer Behavior and Market Research

Program : BBA E Commerce and Supply Chain Management

Date : 03-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Describe attitude formation.

(CO1) [Knowledge]

2. What is self-image? Name three types of self-image that individuals commonly perceive.

(CO2) [Knowledge]

3. List some of the most important behavioural values that Indian consumers display.

(CO3) [Knowledge]

4. State the formula to calculate Customer Lifetime Value(CLTV).

(CO4) [Knowledge]

5. Define primary and secondary data.

(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explaing Hawkins Stern Impulse Buying Model: with suitable examples?

(CO1) [Comprehension]

7. Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women." How do marketers apply the knowledge of self-image to promote beauty products?

(CO2) [Comprehension]

8. The family life cycle concept recognizes that families go through distinct stages, each characterized by unique needs, priorities, and challenges. Businesses can tailor their marketing strategies to effectively reach different family segments by understanding the characteristics and demands associated with each stage. Describe the role of marketing strategies in targeting specific family life cycle stages. How can businesses tailor their marketing approaches to effectively reach different family segments?

(CO3) [Comprehension]

9. Throughout history, mobile phones have proven to be a phenomenon unlike any other in both the consumer electronics and telecommunications industries. Exceptional advances in the performance and miniaturization of mobile devices have contributed to the huge growth of the industry. As technology develops rapidly, students increasingly view smartphones as essential tools. Student lifestyles are heavily influenced by smartphones, and students spend a lot of time interacting with them. A survey found that college students scroll through their mobile devices five to nine hours a day on average. Additionally, the study claims that students buy smartphones for the benefits they offer. They use them to stay entertained, access the internet quickly, relax, and connect with friends through social media. Furthermore, there are also some negative aspects of smartphones that can affect students' perceptions. Thus, you should write a detailed analysis of the decision-making process of a smart phone buyer.

(CO4) [Comprehension]

10. Customers are attracted to products with attractive packaging more than anything else. Thus, choosing the right product label design is crucial to a product's success. For example, Tropicana. In 2009, they earned more than 700 million dollars a year as the best-selling juice brand. They invested 35 million dollars in brand-new packaging and advertising. Within a few months of introducing the redesigned packaging, sales dropped by 20%, forcing Tropicana to return to its old packaging. $50 million was lost on the product label redesign. If Tropicana had made data-driven decisions, it would have avoided this mistake. Using package and design market research, brands can determine which label to use, the reasons for the label's success, and improvements. Brand labels and designs can be informed by market research. Therefore, a package label test survey is helpful before making a branding decision.

Question:

   1. If you consider this case as an example, how would you design your marketing research to come up with a solution?

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS
2 X 20M = 40M

11. A leading electric vehicle manufacturer is gearing up to launch an innovative new model, featuring advanced capabilities and an extended driving range. The marketing team recognizes the importance of tailoring strategies to meet the distinct needs and preferences of various consumer adopter categories, ranging from innovators to laggards. Understanding consumer behavior post-awareness is pivotal in crafting a compelling narrative that resonates across the diverse spectrum of potential buyers.
    1. Identify characteristics and motivations of each adopter category in the context of electric vehicles.
    2. Prepare strategies to bridge gap between early adopters and late adopters.

(CO4) [Application]

12. A well-established e-commerce company specializing in fashion and lifestyle products has noticed a shift in consumer behavior, with an increasing reliance on online platforms and the significant influence of social media on purchasing decisions. As a digital marketing analyst hired by the company, your task is to investigate and analyze the online consumer behavior trends and the impact of social media on the buying decisions of the target audience.

   Given the increasing use of mobile devices for online shopping, examine how can businesses optimize their online platforms to enhance the mobile user experience?

(CO5) [Application]