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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA 2015

**Course Name**: Consumer Behavior & Market Research

**Program:** BBA

**Date**: 05 / July / 2024

**Time**: 9:30 am to 12.30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Describe attitude formation. (C.O.No.1) [Remember]

2. Describe the main ideas of McClelland's Need Achievement Theory. (C.O.No.1) [Remember]

3. Describe the third level of needs in Maslow's Hierarchy with example. (C.O.No.2) [Understand]

4. List some significant behavioral values displayed by Indian consumers. (C.O.No.3) [Understand]

5. Mention any two characterstics of opinion leadership. (C.O.No.4) [Remember]

6. State the formula to calculate Customer Lifetime Value(CLTV). (C.O.No. 4) [Remember]

7. List two roles of research in consumer behavior. (C.O.No.5) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Discuss Hawkins Stern Impulse Buying Model: with suitable examples? (C.O.No.1) [Apply]

9. Match each of the following products—Cadbury's Chocolate, Louis Vuitton Bags, Godrej Locks, Annapurna Atta—with the appropriate level in Maslow's Hierarchy of Needs and explain how this knowledge aids in product promotion. (C.O.No.2) [Apply]

10. Explain how marketing strategies can target specific stages of the family life cycle, and how businesses can tailor their approaches to effectively reach different family segments. (C.O.No.3) [Apply]

11. In the realm of demography, households and families serve as fundamental units of analysis, each carrying distinct connotations. While individuals connect with society through the frameworks of families and households, these entities diverge in their definitions and implications. Changes in these units, such as the addition or loss of members, aging, divorce, or marriage, can yield significant social and economic repercussions. In the dynamic landscape of society, understanding these distinctions is crucial for marketers and sociologists alike. Distinguish between "family" and "household" in the context of sociology and marketing. (C.O.No.3) [Apply]

12. It has been found that Netflix subscribers stay on board for an average of 25 months. In accordance with Netflix statistics, the lifetime value of a Netflix customer is $291.25. The company knows that some of its customers are impatient, and some of them cancel their membership because they do not want to wait for their movies to arrive in the mail. The company has added a feature that allows you to stream movies over the web, which not only fulfills your movie urge, but it keeps you busy while you are waiting for the movie to start. By tracking these statistics and behaviors, Netflix has been able to reduce its churn rate from 12% to 4% as a result.

Question: Take an example based on the above case study to explain why it is important to analyse Customer Lifetime Value and how to boost it. (C.O.No.4) [Apply]

13. Using the example of Tropicana, discuss the significance of package label design and the role of market research in making branding decisions. (C.O.No.5) [Apply]

14. In the context of consumer behavior research, what kinds of questions can companies use to answer? (C.O.No. 5) [Apply]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. While the world was preparing for World Cup 2002, Nike was focusing on the needs of soccer athletes in Korea and Japan. This geographical and behavioral segmentation led to considerations such as weather humidity, prompting Nike to innovate and develop a new material that kept athletes dry during the competition, enabling better athlete performance. Nike with these considerations came up with new line of apparels suitable for markets with similar climate conditions. Use the above case of nike and explain the different other factors which can be used for such segemnation. (C.O.No.1) [Analyze]

16. Roja, a stores manager and head of the distribution center in an Indian company, faces a dilemma as his parents insist on saving more for his sister's grand wedding, while he desires a comfortable lifestyle. Despite his family's conservative nature, Roja spends on furnishings, interior decor, and recently purchased air conditioners. His wife, a librarian, manages her salary meticulously, allocating it to household expenses and fixed deposits. The upcoming wedding intensifies family conflicts, leading to stress and distraction for Roja.

A sudden call from the company's VP surprises Roja, who is rewarded for a past accomplishment with cash, a certificate, and recognition. Energized, he resolves to tackle more complex tasks at work. With the wedding approaching, Roja decides to purchase a car. After considering various factors, he selects a spacious car and quickly completes the purchase, opting for a driver initially. Despite his parents' initial reservations, Roja convinces them that enjoying finer things in life is not contradictory to saving. The sister's wedding is celebrated grandly, with Roja displaying his new car.

Question 1: What do you think are the factors that influence Roja’s buying behavior in general?

Question 2: Identify and summarize Roja’s decision’s making stages when he purchased the car. (C.O.No.4) [Analyze]

17. Imagine you are a marketing consultant hired by a new startup planning to launch a unique health and wellness product in the market. The product is a smart water bottle that tracks and reminds users to stay hydrated throughout the day, incorporating cutting-edge technology. The startup wants to ensure the success of the product launch and seeks your expertise in conducting a comprehensive market research process.

Question1: Outline the step-by-step market research process you would recommend to the startup for the successful introduction of their smart water bottle. Include specific methodologies, tools, and considerations for each stage of the process.

Question2: Additionally, recognise potential challenges the startup may face during the market research and provide strategies to overcome these challenges. (C.O.No.5) [Analyze]