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2201E1245

Candidate's Seat No : _____

MBA 2 Sem-3 & 5 Examination

Mktg

CB

Time : 2-30 Hours]

January-2025

[Max. Marks : 70

Instructions:

- 1] This Question paper consists of 5 Questions. Answer all the 5 Questions.
- 2] All Questions carry equal marks.

Question-1.] Answer each of the following questions: (14)
(Both questions are compulsory and carry equal marks)

- 1.1 Consumer Behavior has its roots from several other disciplines or branches of knowledge. Explain.
- 1.2 Explain Metaphor analysis and Focus group interviews as qualitative measures of data collection.

Question-2.] Answer the following questions: (14)

- 2.1 Explain the concept of perceived risk. Also highlight the different types of risk that would be perceived by a consumer trying to buy a new brand of LED television. How would he try to reduce the risk factor?
- 2.2 What defense mechanisms do consumers adopt in order to protect their image and self-esteem in response to frustration when they fail to achieve their goal? Explain any three.

OR

Question-2.] Write Short Notes on the following: (Any 2) (14)

- 2.1 Compensatory decision making
- 2.2 Instrumental theory of learning and its applications
- 2.3 Methods for measuring social class of consumers

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Question-3.] Differentiate between the following giving examples wherever appropriate: (Any four) (14)

- a. Absolute threshold vs Differential threshold
- b. Positive motivation vs Negative motivation
- c. Stimulus discrimination vs Stimulus generalization
- d. Testimonial celebrity appeal vs Endorsement celebrity appeal used in advertising
- e. Internal reference price vs External reference price

Question-4.] Answer the following questions: (14)

- 4.1 Construct atleast seven statements measuring consumers' materialistic attitude using a Likert scale.
- 4.2 Research has found that the target market selected by a high-end smartphone marketer consists primarily of individuals who are inner-directed and have a high need for cognition. How can the marketer use this information in promoting its product?

OR

Question-4.] Answer the following questions: (14)

- 4.1 Explain the dynamics of opinion leadership? How can a health drinks marketer stimulate opinion leadership among its target audience?
- 4.2 Explain Psychographic segmentation and VALS Framework.

Q-5. Answer both the questions: (14)

1. Think of a TV advertisement that has been targeted specifically to Generation Z. Analyse the promotional message in the advertisement in the context of consumer behaviour.
2. You are the Marketing Manager of one of the largest airlines in India. How would you measure Customer satisfaction towards your services? Explain what research method would you use and why?