

Subject : Consumer Behaviour

Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of **Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under Unfair Means and will Result in the Cancellation of the Papers.**

PART - A

[12x1=12]

Multiple Choice Questions

1. Consumer Behaviour refers to
 - a) Actions of Consumer in Marketplace
 - b) Plans of any company
 - c) Decision about selecting the location
 - d) All of the above
2. Various factors any individual who purchases goods and services from the market for his/her end-use is called a.....
 - a) Purchaser
 - b) Consumer
 - c) Customer
 - d) All of these
3. Is nothing but willingness of consumers to purchase products and services as per their taste need and of course pocket?
 - a) Consumer Behaviour
 - b) Consumer Interest
 - c) Consumer Attitude
 - d) Consumer Perception
4. The definition of reference groups is -
 - a) Group that Individual looks up while forming attitude and opinion
 - b) Group of Office Colleagues
 - b) Groups of people who have been referred to by someone they know
 - d) Chat Group on Internet
5. "Emotion Plays a Role in buying a Product" - the statement is -
 - a) True
 - b) False
 - c) Statement is not clear
 - d) cannot Say

6. Why a Customer eats at McDonald" is an issue of
- Place
 - Motivation
7. Use of Sanitizers for Hygiene has increased in multifold ways. This is an example of
- Product Mapping Goal
 - Product Generic Goal
8. Needs can be created
- True
 - Cannot say
9. Protection, Stability and Order are classified in Maslow's Law of Need Hierarchy as-
- Psychological Needs
 - Need for Ego
10. Stimulus-Response Theory has origin at
- Psychological Exposure school of thought
 - It is not mentioned anywhere
11. One of these is not included in Models of Consumer Behaviour -
- Black Box Model
 - AIDA Model
 - Modern theory of psychology
 - Behavioural School of thought
12. "Why a Customer eats at McDonald" is an issue of
- Place
 - Motivation
 - Segmentation
 - Quality

PART - B

Answer any FOUR out of SIX

[4x7=28]

- What are Buying Motive? What are the different types of Motives?
- Define Needs, Goals and Motives.
- What is Consumer Innovativeness?
- What are family Life cycle?
- List out the stages in Consumer Buying Process?
- What are bases of Segmentation?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What do you mean by Product Positioning? What are the steps in Product Positioning? What are techniques in Product Positioning?
- "Profitable Marketing campaign strategies require understanding and use of the science of marketing" explain.
- How will you predict Consumer Behaviour for a potential product? What are the Factors influencing Consumer Behaviour explain.
- What is Maslow's Law of Need Hierarchy? How is Maslow's Law of Need Hierarchy applied in marketing?



ARKAJAIN
University
Jharkhand

16/5/22

4th Semester End Term Examination: 2021-22.

Subject : International Marketing
Course : MBA
Full Marks : 70
Roll No:
Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

PART - A

Multiple Choice Questions

[12x1=12]

1. Which of the following products will be a candidate for standardized promotion?
a) McDonald's Burgers
b) Nokia Phone
c) Volkswagen Cars
d) Cadbury's Chocolate
2. Who is the 'Global brand Ambassador' of 'Tata Motors'?
a) Irfan Pathan
b) Sachin Tendulkar
c) Lionel Messi
d) Akshay Kumar
3. Which is the first step in 'International Marketing Research'?
a) Finding solution of the problem
b) Identification of information sources
c) Defining the Problem
d) Data Collection
4. Which of the following is not a type of International Market Research Study?
a) Market information Studies
b) Product information Studies
c) Environment information Studies
d) Study of Fraud in the company
5. Promotional Information Search, is related search of
a) Media availability information
b) Endorsers information
c) Competitive Advertisement Study
d) All of the above

6. Which of the following is NOT a mode of entry into a Foreign market?
- Internet
 - Joint Venture
 - Border Selling
 - Commission Agents
7. Full form of FDI is.
- Foreign Daily Investment
 - Freight Daily Investment
 - Foreign Direct Investment
 - Foreign Daily International
8. International Franchising has become a driving force into internationalization of many Industries EXCEPT
- Clothing
 - Freshly cut flowers
 - Fast food
 - Petroleum products
9. Which of the following Market Entry modes allows the organization to exercise the highest level of involvement and control?
- Being a Franchisee
 - Being a wholly owned subsidiary
 - Merger
 - None of the above
10. Which of the below mentioned is NOT included in the Study of Environmental Factors?
- Legal Factors
 - Cultural Factors
 - Climatic Factors
 - All of the above need to be studied
11. Which of the following is NOT an uncontrollable Environmental Factor?
- Legal Factors of a country
 - Climate of a country
 - Availability of Technology
 - Culture followed by the people
12. Which of the following is not a McDonald's Product in India?
- Beef Burger
 - Aalu tikki burger
 - Pizza McPuff
 - Mc Veggie Burger

PART - B

Answer any FOUR out of SIX

[4x7=28]

- How does a marketer decide between Uniform pricing and Adaptive pricing for marketing a brand in different countries? Explain the factors affecting the pricing strategy.
- How do you differentiate between Domestic Marketing and International Marketing?
- Explain the various International Channel Strategies.
- "An international marketer has to pass through various stages of marketing research before entering the foreign markets." Elaborate.
- "There may be various benefits of going global." Elaborate.
- Briefly explain the International Product Life Cycle Stages. What are different segmentation variables a marketer could use?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- You are a marketer dealing in 'Handloom products' in India. With huge popularity of your brand in India, the organization has decided to expand its business overseas. Transforming from domestic marketing to International marketing, what factors would you study before deciding to go global?
- International Pricing is effected by multiple factors." Elaborate with examples.
- "International Product policy is effected by multiple factors, those help to take the decision between Standardization vs Adaptation." Illustrate.
- Explain the various kinds of distribution channel options available to the international marketer.



ARKA JAIN University, Jharkhand

3rd Semester Final Examination - 2018-19

Subject: **MARKETING COMMUNICATION**

Course: **MBA**

Full Marks: **70**

Pass Marks: **28**

Time: **3 Hours**

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts -A, B & C**
- **Part-A & D** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

Q1) All Question are compulsory :-

(1x10=10)

A) State whether the following statement are true or false:-

- I. Communication is an essential part of every organization.
- II. Encoding is the process of translating the message in a medium which is not suitable for transaction.
- III. The objective of communication is to provide accurate and complete information.
- IV. Any wrong translation may lead to the semantic barrier in communication.
- V. Source of verbal information include Radio and television reports.
- VI. Social media is an emerging tool of marketing communication.
- VII. The communication model provides a very useful framework for understanding promotion.
- VIII. Sandwich man is a kind of outdoor advertising.
- IX. The most important element of advertising copy is its headline.
- X. Sales promotion has the shortest life impact as a promotion tool

B) Answer in brief the following question: -

(5x2 = 10)

- I. Discuss the important of communication in marketing.
- II. Explain the role of noise in communications.
- III. What is AIDA Model?
- IV. What is digital marketing?
- V. Defines ethics and morals.

PART B

Q2). Answer any four questions.

(5x4 = 20)

- I. Discuss the objective of communication.
- II. What is FCB planning Grid Model?
- III. Explain the difference types of Advertising.
- IV. What are the four part of marketing mix?
- V. Explain the ethical issues of Advertising?
- VI. Explain the quantitative factors in media selection.

PART C

(10x3=30)

Answer any three questions.

- Q3). Define communication. How does it play a crucial role in marketing and business?
- Q4). Define advertising management. What steps should be taken in selecting an advertising agency.
- Q5). What is a media strategy? How does it relate to the creative brief and overall 9 MC program?
- Q6). Explain the major advantage and disadvantages of television advertising.
- Q7). What is corporate social responsibility? How is it related to public relation activities?
- Q8). Define ethics. Identify the types of ethical complaints that are raised regarding advertising.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Business Communication
Subject Code : 1006
Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q1.) All questions are compulsory:-

(10X2=20)

- List out the various types of Communication.
- What do you mean by Non-Verbal Communication
- List out the barriers to effective listening.
- What are the different kinds of Meetings.
- What do you mean by Circular & Notice.
- What are the characteristics of a good business report.
- What are the principles of effective public speaking?
- Explain the process of communication.
- What are the various kinds of Letters?
- What are the guidelines for effective Telephonic communication

PART B

Q2.) Answer any Four questions

(4X5=20)

- "Communication is a two-way process." Explain
- What do you understand by Report. Explain the different types of Reports.
- "There may be various kinds of hurdles in the way of effective communication." Elaborate.
- "A good speaker must be a good listener." Explain
- Draft a Letter of resignation, to be submitted to the HR head of the organization you are working into.
- "Written communication has various benefits over Oral communication." Elaborate with examples.

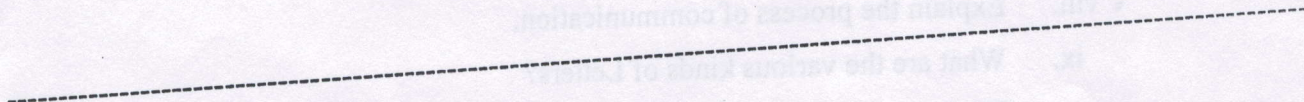


PART C

(3X10=30)

Answer any Three questions

- Q3.) You are Asst. Manager in Accounts Department of Shah Hi-Tech Auto Ltd. One of your customer XYZ Auto Ltd is late in paying invoices (invoice is a list of goods sent or services provided, with a statement of the sum due for these; a bill) for the last six months. Write a letter to your customer encouraging them to pay their invoices in time.
- Q4.) You have booked a ticket in Kingfisher Airlines Booking ID NF2262279349009 from Pune to New Delhi. On reaching the Pune Airport, you were informed that flight is cancelled due to some technical reasons. Write a letter to concern authorities claiming refund of money.
- Q5.) Draft your Curriculum Vitae, for applying for a job.
- Q6.) You read an advertisement in the newspaper- The Times of India, about vacancy of Store Manager, at Big Bazar, Bistupur, Jamshedpur. Write a Job letter.
- Q7.) You are the Principal of "ABC College". Write a Notice to the students, informing them about importance of attending the classes and the consequences of not attending the classes regularly.



PART B

Answer any Four questions

Q2)

"Communication is a two-way process." Explain

What do you understand by Report. Explain the different types of Reports

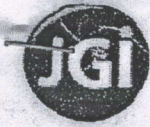
There are various kinds of number in the way of effective communication. Explain

"A good quality must be a good answer." Explain

Draft a Letter of resignation to be submitted to the HR head of the organization you are working in.

10.

Write communication for various levels of communication. Elaborate with examples.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: Marketing For Manager

Course: MBA
Full Marks: 70
Pass Marks: 28

Time: 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Four Parts –A, B, C & D
- Part-A is compulsory.
- Part- B contains SIX questions out of which FOUR questions are to be answered.
- Part- C contains SIX questions out of which THREE questions are to be answered.

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- Which One of the following statements by a company Chairman BEST reflects marketing concept ?
 - a) We have organized our business to satisfy the customer needs
 - b) We try to produce only high quality, technically efficient products
 - c) We believe that marketing department must organize to sell what we produce
 - d) We try to encourage company growth in the market
- A carpet manufacturing company develops new carpet that is stain resistant and durable, it must educate customers about the product's benefits. This activity calls for which one of the following marketing mix ?
 - a) Price
 - b) Promotion
 - c) Distribution
 - d) Product
- Demographic Segmentation divides the market into groups based on which of the following variables?
 - a) Size, Location, Industry, Customer
 - b) Size, Company, Industry, Technology
 - c) Location, Size, Occupation, Race
 - d) Customer, Technology, Company, Industry
- A Firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for its segmentation?
 - a) Geographic
 - b) Demographic
 - c) Psychographic
 - d) Behaviour
- Buying process starts with
 - a) Need Recognition
 - b) Information Search
 - c) Evaluation of Alternative
 - d) Purchase Decision

B] Short Answer Type

(5x2=10)



- a) Define Marketing.
- b) What is SWOT analysis?
- c) What is the difference between Marketing and Sales ?
- d) What is a marketing mix with respect to Service Industries ?
- e) Define Product.

PART B

Q2.) Answer any four:

(4x5=20)

- a) What do you Mean by Product Life Cycle? Why it is Important for a Marketer?
- b) Why Segmentation, Targeting and Positioning is important for Marketer?
- c) How Marketing Research is Important for a Marketing Manager?
- d) List out Qualities of a Good Marketing Manager.
- e) Develop a Marketing Plan .

PART C

Answer any Three:

(3x10=30)

- Q3.) Is Pricing important for marketer? How the Price is determined?
- Q4.) Select an Imaginary Product. You have to introduce this New Product in Market. Please explain how you will approach towards the same.
- Q5.) What is the concept and theory of Consumer Behaviour and why is it important for marketers? Explain.
- Q6.) What do you understand by IMC? Explain with some successful examples.
- Q7.) Define Marketing Research. What are different types of Marketing Research explain.
- Q8.) You are given an opportunity to launch a Smart Phone in your Town. Develop a Complete Marketing Plan.

PART D

Q9.) Case -

(5x1=5)

There are a number of products designed to consumption by children but the purchases are made by mothers. Such products must appeal children and must have mother's approval too.

Enervit, a malt chocolate milk drink, was manufactured and marketed by a large multinational company. The product was launched in the Indian market in 1989 after a successful test market in Delhi and Chennai. It was available both in Jars and refill packs of 500 gms. Customer acceptance of the Brand was good and sales went up till 1994 and then reached plateau and then started declining.

A thorough analysis revealed that the positioning as an energy correct, with good advertisement showing a speeding train to communicate the energy theme. Now the mass objective of the company is to restore sales to the peak level of 1993 with a effective sales promotion.

Questions:

- a) In what way product positioning plays an important role of marketing?
- b) Has the advertisement influenced the sales?
- c) What type of sales promotion would you suggest – Same for less or More for Same?
- d) Suggest three effective sales promotion techniques that can achieve the objective.



ARKA JAIN University, Jharkhand

1st Semester End Semester Examination - 2019

Subject: Marketing For Managers

Course: M.B.A.

Time :3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts -A,B' & C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C**is compulsory.

PART A

Q.1) Answer the following questions briefly

(5x4= 20)

- Explain the term 'cash cow'.
- What are 'staples' in consumer goods classification?
- Using an example explain the 'depth of a product line'?
- What is skimming pricing?
- Explain the term AIDA?
- What is a 'two-level' marketing channel?

PART B

Q.2) Explain the following:

(10x3=30)

- Explain various product levels, using an example.
- Define Macro and Micro Environment using any company as you 'case' or 'point of reference'.
- What are different segmentation variables a marketer could use?
- Define consumer buying decision process.
- Explain the marketing research process.

PART C

Q.3)

(20x1=20)

Please read the following extract:

Small wonder or big challenge?

For all the excitement surrounding what was meant to be a Rs 1-lakh marvel, the Nano hasn't been having a smooth ride.

By: Ramanujam Sridhar, CEO, brand - comm.

Whatever is happening to the Tata Nano? The brand which was touted as the greatest thing to happen to the Indian automotive industry and promised to transform the life of the middle-class consumer in India suddenly seems to have hit a speed breaker. Let us just go back a little in time to the pre-launch and the announcement of the Rs 1 lakh car which was actually made by Ratan Tata in March 2003 at the Geneva Motor Show. It was hailed as a triumph of Indian innovation and showed the disbelieving Western world as to how India was able to tap the fortune at the bottom of the pyramid and how India had leapfrogged to the forefront with its dramatic new offering. The media went to town. Airport book stalls were full of books on the car and its amazing journey — Small wonder — the making of the Nano was just one of the titles.

Who is the customer?

The lowest priced car has certain advantages and certain disadvantages as well. The advantage is the price (even though it is not Rs 1 lakh) is affordable to a whole lot of Indians. I know a number of affluent Indians too who have bought it as their third car! Are they the core target audience? Or is it someone who is currently riding his two-wheeler in the dust and grime, breathing in the exhaust of the bus in front of him, who wishes to graduate to the safety and comfort of a four-wheeler, however small? This actually leads me to the next concern and that is the concern, or is the right word obsession, with space. Indians live in cramped conditions and dream of more space. They want more spacious houses, space for their children to play and space to park their commodious luggage in the boot. Have you seen any Indian travel light? While the Nano seems fine for two, how many families have two members and even if they are “dinks” (double income no kids) they would find another similar family to travel with.

I too wanted to buy a Nano when I saw all the hype and my family asked me a simple question that they often do, “Are you mad?”, and I promptly desisted. How many such conversations are happening all over India? Often companies forget that business is not so much about innovation, hype and media coverage but about listening to the consumer.

Please answer the following questions with reference to the above news article.

1. What is your understanding of Tata Nano’s Target Customer? (5 marks)
2. Where did Tata Nano faced problem in the implementation of Marketing Strategy? (5 marks)
3. What was the positioning of Tata Nano? (5 marks)
4. Where in the product life cycle stage Tata Nano is and is it possible to revive the brand? (5 marks)