

VTU Previous Year Question PaperModule - 01

1. a. “Marketers don’t create needs; needs pre-exist marketers.” Discuss this statement.
b. Can marketing efforts change consumers’ needs? Why or why not? (June.10)
2. Consumers have both innate and acquired needs. Give examples of each kind of need and show how the same purchase can serve to fulfill either or both kinds of needs. (June 10)
3. What is the need to study consumer behavior? (Dec-2010)
4. Compare consumer research and market research. (Dec-2010)
5. What is the difference between goals and needs? (Dec-2010)
6. Explain the concept of brand personality. (Dec-2010)
7. What is the sleeper effect? (Dec-2011)
8. What is the significance of CRM? (Dec-2011)
9. Who is the opinion leader? (Dec-2011)
10. What is the societal marketing? (May09-Jan10)
11. What is the significance of CRM? (Dec-2010)
12. What is the difference between positive and negative motivation? (May09-Jan10)
13. Who is an affluent consumer? (Jun10)
14. Define cross cultural analysis. (Jun11)
15. What is online decision making? (Jun11)
16. Who is surrogate buyer? (Jun11)
17. How can marketers use consumers’ failures to achieve goals in developing promotional appeals for specific products and services? Give examples. (Jun11)
18. Specify both innate and acquired needs that would be useful bases for developing promotional strategies for:
 - a. global positioning systems
 - b. Harley Davidson motorcycles
 - c. recruiting college seniors to work for a high-technology company. (mod Question)

19. Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals? (Jun10)
20. How can marketers use consumers' failures to achieve goals in developing promotional appeals for specific products and services? Give examples. (Jun10)
21. Most human needs are dormant much of the time. What factors cause their arousal? Give examples of ads for audio/video equipment that are designed to arouse latent consumer needs. (mod que)
22. For each of the situations listed in Question 3, select one level from Maslow's hierarchy of human needs that can be used to segment the market and position the product (or the company). Explain your choices. What are the advantages and disadvantages of using Maslow's hierarchy in segmentation and positioning applications? (Mod qp)
23. How do researchers identify and "measure" human motives? Give examples. (Dec.11)
24. You are a member of an advertising team assembled to develop a promotional campaign for a new digital camera. Develop three headlines for this campaign, each based on one of the levels in Maslow's need hierarchy. (Mod qp)
25. Find an advertisement that depicts a defense mechanism. Present it in class and evaluate its effectiveness. (Mod qp)
26. Explain briefly the needs for power, affiliation, and achievement. Find three advertisements for different products that are designed to appeal to these needs. (Dec12)
27. What is the relevance of studying consumer behavior for marketers?. (Dec 13/Jan 14)

Module - 02

1. How would you explain the fact that, although no two individuals have identical personalities, personality is sometimes used in consumer research to identify distinct and sizable market segments? (Dec-2010)
2. Contrast the major characteristics of the following personality theories: a) Freudian theory, b) neo-Freudian theory, and c) trait theory. In your answer, illustrate how each theory is applied to the understanding of consumer behavior. (Dec-10)
3. Describe personality trait theory. Give five examples of how personality traits can be used in consumer research. (Dec-10)
4. How can a marketer of cameras use research findings that indicate a target market consists primarily of inner-directed or other-directed consumers? Of consumers who are high (or low) on innovativeness? (Dec-2010)
5. Describe the type of promotional message that would be most suitable for each of the following personality market segments and give an example of each: (a) highly dogmatic consumers, (b) inner-directed consumers, (c) consumers with high optimum stimulation levels, (d) consumers with a high need for cognition, and (e) consumers who are visualizers versus consumers who are verbalizers. (Dec 11.)
6. Is there likely to be a difference in personality traits between individuals who readily purchase foreign-made products and those who prefer American-made products? How can marketers use the consumer ethnocentrism scale to segment consumers? (Dec 11)
7. A marketer of health foods is attempting to segment a certain market on the basis of consumer self-image. Describe the four types of consumer self-image and discuss which one(s) would be most effective for the stated purpose. (July.11)
8. clothing preferences differ from those of your friends? What personality traits might explain why your preferences are different from those of other people? (Jan.12)

9. Administer the nine items from the materialism scale (listed in Table 5-2) to two of your friends. In your view, are their consumption behaviors consistent with their scores on the scale? Why or why not? (Dec-12)
10. Find three print advertisements based on Freudian personality theory. Discuss how Freudian concepts are used in these ads. Do any of the ads personify a brand? If so, how? (Dec 12.)
11. Narrate Nicosia model, with suitable example. (Dec 13/Jan 14)

Module - 03

1. How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation? (jan 10.)
2. Discuss the differences between the absolute threshold and the differential threshold. Which is more important to marketers? Explain your answer. (Jan.10)
3. For each of these products—energy bars and expensive face moisturizers—describe how marketers can apply their knowledge of differential threshold to packaging, pricing, and promotional claims during periods of (a) rising ingredient and materials costs and (b) increasing competition. (Jun 10)
4. Does subliminal advertising work? Support your view. (June.10)
5. How do advertisers use contrast to make sure that their ads are noticed? Would the lack of contrast between the advertisement and the medium in which it appears help or hinder the effectiveness of the ad? What are the ethical considerations in employing such strategies?(jun 11)
6. What are the implications of figure-ground relationship for print ads and for online ads? How can the figure-ground construct help or interfere with the communication of advertising messages? (Jun 11.)
7. Find two ads depicting two different types of perceptual distortions. Discuss your choices. (Dec.11)

8. Why are marketers sometimes “forced” to reposition their products or services? Illustrate your answers with examples. (Jan 11)
9. a) Why is it more difficult for consumers to evaluate the quality of services than the quality of products? (b) Apply two of the concepts used to explain consumers’ evaluations of service quality to your evaluation of this course up to this point in the semester. (Dec.10)
10. Discuss the roles of extrinsic cues and intrinsic cues in the perceived quality of: (a) wines, (b) restaurants, (c) plasma TV monitors, and (d) graduate education. (Jun 12)
11. Find three examples of print advertisements that use some of the stimulus factors discussed in the chapter to gain attention. For each example, evaluate the effectiveness of the stimulus factors used. (Jun 12.)
12. Define selective perception. Thinking back, relate one or two elements of this concept to your own attention patterns in viewing print advertisements and TV commercials. (Dec.12)
13. Find an ad or example in another form (e.g., an article) illustrating two of the positioning approaches discussed in the chapter. Evaluate the effectiveness of each ad or example selected. (Dec 12.)
14. Select a company that produces several versions of the same product under the same or different brands (one that is not discussed in this chapter). Visit the firm’s Web site and prepare a list of the product items and the positioning strategy for each of the products. (You may use the chapter’s discussions of Anheuser-Busch, Tylenol, and Proctor & Gamble as a guide to the type of company to choose). (Dec 12)
15. Construct a two-dimensional perceptual map of your college using the two attributes that were most influential in your selection. Then mark the position of your school on the diagram relative to that of another school you considered. Discuss the implications of this perceptual map for the student recruitment function of the university that you did not choose. (Jun 13.)

16. What is perceived risk ? what are the different risks (perceived) which are handled by consumer . (Dec 13/Jan 14)

17. How do marketer utilize the concept of subliminal perception ? illustrate with the help of suitable example. (Dec 13/Jan 14)

Module - 04

1. How can the principles of a) Classical conditioning theory and b) Instrumental conditioning theory be applied to the development of marketing strategies. (Dec 10.)
2. Describe in learning terms the conditions under which family branding is a good policy And those under which it is not. (Dec 10.)
3. Neutrogena, the cosmetic company, has introduced a new line of shaving products for men. How can the company use stimulus generalization to market these products? Is instrumental conditioning applicable to this marketing situation? If so, how? (Jun 11)
4. Which theory of learning (i.e., classical conditioning, instrumental conditioning, observational learning, or cognitive learning) best explains the following consumption behaviors: (a) buying a six-pack of Evian water, (b) preferring to purchase clothes at the Gap, (c) buying a digital camera for the first time, (d) buying a new car, and (e) switching from one cellular phone service to another? Explain your choices. (Jun 11.)
5.
 - a. Define the following memory structures: sensory store, short-term store (working memory), and long-term store. Discuss how each of these concepts can be used in the development of an advertising strategy.
 - b. How does information overload affect the consumer's ability to comprehend an ad and store it in his or her memory? (Dec 11)
6. Discuss the differences between low- and high-involvement media. How would you apply the knowledge of hemispheric lateralization to the development of TV commercials and print advertisements? (Jun12.)
7. Why are both attitudinal and behavioral measures important in measuring brand loyalty? (Jun 12.)
8. What is the relationship between brand loyalty and brand equity? What roles do both concepts play in the development of marketing strategies? (Jun 12.)
9. How can marketers use measures of recognition and recall to study the extent of consumer learning? (Jun 13.)

10. Explain pavlovian learning theory. How learning theory proposed by Pavlovian is used by modern marketers. (Dec 13/Jan 14)
11. What are the trends in determinants of consumer behavior? (Dec 13/Jan 14)

Module - 05

1. Imagine you are the instructor in this course and that you are trying to increase students' participation in class discussions. How would you use reinforcement to achieve your objective? (Jun 10.)
2. Visit a supermarket. Can you identify any packages where the marketer's knowledge of stimulus generalization and stimulus discrimination was incorporated into the package design? Note these examples and present them in class. (Jun 10.)
3. Explain how situational factors are likely to influence the degree of consistency between attitudes and behavior. (Dec 10.)
4. Because attitudes are learned predispositions to respond, why don't marketers and Consumer researchers just measure purchase behavior and forget attitudes? (Dec.10)
5. Explain a person's attitude toward visiting Disney World in terms of the tri-component attitude model. (Dec 10.)
6. How can the marketer of a "nicotine patch" (a device which assists individuals to quit smoking) use the theory of trying to segment its market? Using this theory, identify two segments that the marketer should target and propose product positioning approaches to be directed at each of the two segments. (Jun11.)
7. Explain how the product manager of a breakfast cereal might change consumer attitudes toward the company's brand by (a) changing beliefs about the brand, (b) changing beliefs about competing brands, (c) changing the relative evaluation of attributes, and (d) adding an attribute. (Jun 11.)
8. The Department of Transportation of a large city is planning an advertising campaign that encourages people to switch from private cars to mass transit. Give examples how the

department can use the following strategies to change commuters' attitudes: (a) changing the basic motivational function, (b) changing beliefs about public transportation, (c) using self-perception theory, and (d) using cognitive dissonance. (Dec 11.)

9. The Saturn Corporation is faced with the problem that many consumers perceive compact and mid-size American cars to be of poorer quality than comparable Japanese cars. Assuming that Saturn produces cars that are of equal or better quality than Japanese cars, how can the company persuade consumers of this fact? (Dec 11.)
10. Should the marketer of a popular computer graphics program prefer consumers to make internal or external attributions? Explain your answer. (Jun 12.)
11. A college student has just purchased a new personal computer. What factors might cause the student to experience postpurchase dissonance? How might the student try to overcome it? How can the retailer who sold the computer help reduce the student's dissonance? How can the computer's manufacturer help? Jun 12
12. Are there really differences between the consumption pattern of north and south Indian individuals? Justify your answer. (Dec 13/Jan 14)
13. What are the basic research issues in cross-cultural analysis? (Dec 13/Jan 14)

Module - 06

1. Find two print ads, one illustrating the use of the affective component and the other illustrating the cognitive component. Discuss each ad in the context of the Tricomponent model. In your view, why has each marketer taken the approach it did in each of these ads? (Jun10.)
2. What sources influenced your attitudes about this course before classes started? Has your initial attitude changed since the course started? If so, how? (Dec10.)
3. Describe a situation in which you acquired an attitude toward a new product through exposure to an advertisement for that product. Describe a situation where you formed an attitude toward a product or brand on the basis of personal influence. (Jun11)

4. Find advertisements that illustrate each of the four motivational functions of attitudes. Distinguish between ads that are designed to reinforce an existing attitude and those aimed at changing an attitude. (Jun 11.)
5. Think back to the time when you were selecting a college. Did you experience dissonance immediately after you made a decision? Why or why not? If you did experience dissonance, how did you resolve it? (Dec 11)
6. Explain the differences between feedback from interpersonal communications and feedback from impersonal communications. How can the marketer obtain and use each kind of feedback? (Dec 11.)
7. List and discuss the effects of psychological barriers on the communications process. What strategies can a marketer use to overcome psychological noise? (Model Que.)
8. List and discuss factors that determine the credibility of formal communications sources of product information. What factors influence the perceived credibility of an informal communications source? (Jun 12.)
9. What are the implications of the sleeper effect for the selection of spokespersons and the scheduling of advertising messages? Jun 12
10. Should marketers use more body copy than artwork in print ads? Explain your answer. (Dec 12)
11. For what kinds of audiences would you consider using comparative advertising? Why? (Jun 13.)
12. Based on the concepts studied by you, would you expect a high or low degree of pre purchase information search in case of the purchase of a new laptop computer? Justify your answer. (Dec 13/Jan 14)

Module - 07

1. Bring two advertisements to class: one illustrating a one-sided message and one a two-sided message. Which of the measures discussed in the chapter would you use to evaluate the effectiveness of each ad? Explain your answers. (Jun 12.)
2. Find one example of each of the following two advertising appeals: fear and sex. One example must be a print ad and the other a TV commercial. Analyze the placement of each Advertisement in the medium, in which it appeared according to the media selection criteria, presented in Table 9-2. (Dec 12)
3. Explain Opinion Leadership. (Dec 13/Jan 14)
4. What is market mover, explain with suitable example. In today's world with the growing importance of social media market mover and opinion leaders are becoming more and more valuable. Justify your answer. (Dec 13/Jan 14)

Module - 08

Watch one hour of TV on a single channel during prime time and tape the broadcast.

Immediately after watching the broadcast, list all the commercials you can recall seeing. For each commercial, identify (a) the message framing approach used and (b) whether the message was one-sided or two-sided. Compare your list with the actual taped broadcast.

Explain any discrepancies between your recollections and the actual broadcast on the basis of concepts discussed in this chapter. (Dec 12)

1. For three of the commercials you watched in the preceding exercise, identify whether the marketer used the central or peripheral route to persuasion. Explain your answer and speculate on why the marketer chose the approach it used to advertise the product or service. (Dec 12.)
2. A company that owns and operates health clubs across the country is opening a health club in your town. The company has retained you as its marketing research consultant and asked you to identify opinion leaders for its service. Which of the following identification methods would you recommend: the self-designating method, the sociometric method, the key-informant method, or the objective method? Explain your selection. In your answer, be sure to discuss the advantages and disadvantages of the four measurement methods as they relate to the marketing situation just described. (Jun 13.)
3. Do you have any “market mavens” among your friends? Describe their personality traits and behaviors. Identify a situation where a market maven has given you advice regarding a product or service, and discuss what you believe was his or her motivation for doing so. (Jun 13.)
4. Describe how a manufacturer might use knowledge of the following product characteristics to speed up the acceptance of pocket-size cellular telephones:

Relative advantage

Compatibility

Complexity

Trialability

Observability.(Jun 13)

5. Toshiba has introduced a new laptop computer that weighs seven pounds, has a color screen, and a powerful processor, into which a full-size desktop screen and keyboard can be easily plugged. How can the company use the diffusion of innovations framework to develop promotional, pricing, and distribution strategies targeted to:

Innovators

Early adopters

Early majority

Late majority

Laggards. (Dec 13)

Is the curve that describes the sequence and proportion of adopter categories among the population (Figure 15-10) similar in shape to the product life cycle curve? Explain your answer.

How would you use both curves in developing a marketing strategy? Dec.08

6. Sony is introducing a 27-inch TV with a built-in VCR, a picture-in-picture feature, and a feature that allows the viewer to simultaneously view frozen frames of the last signals received from 12 channels. (DEC 13.)
7. What recommendations would you make to Sony regarding the initial target market for the new TV model? June.06
8. Describe two situations where you served as an opinion leader and two situations where you sought consumption-related advice/information from an opinion leader. Indicate your relationship to the persons with whom you interacted. Are the circumstances during which you engaged in word-of-mouth communications consistent with the text's material? Explain.
- a. Find ads that simulate and ads that stimulate opinion leadership and present them in class.
- b. Can you think of negative rumors that you have heard recently about a company or a product? If so, present them in class. (Dec 12.)
9. a. Find ads that simulate and ads that stimulate opinion leadership and present them in class.

b. Can you think of negative rumors that you have heard recently about a company or a product? If so, present them in class.

10. Identify a product, service, or style that was recently adopted by you and/or some of your friends. Identify what type of innovation it is, and describe its diffusion process up to this point in time. What are the characteristics of people who adopted it first? What types of people did not adopt it? What features of the product, service, or style are likely to determine its eventual success or failure?
11. With the advancement of digital technology, some companies plan to introduce interactive TV systems that will allow viewers to select films from video libraries and view them on demand. Among people you know, identify two who are likely to be the innovators for such a new service and construct consumer profiles using the characteristics of consumer innovators discussed in the text. (Model Que.)
12. Explain E- CRM. (Dec 13/Jan 14)