

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, November-24
BBA Semester V, 2020-23 (Backlog)

Roll No.....

MA1105 : Consumer Behaviour & Brand Management in BFSI Time: 2.0 hours Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper
2. All questions are compulsory

SECTION-A

Q.1.1	Discuss the effect of self concept on consumer behaviour using suitable examples.	3.0 (LO1,3)
Q. 1.2	Family is the learning ground for any consumer? Do you agree? Substantiate your answer.	3.0 (LO1,3)
Q.2.1	What are the systematic approaches to measuring social class? Explain the impact of social class on consumer buying behaviour.	3.0 (LO1,2,3)
Q. 2.2	What is meant by cognitive dissonance? How it can be reduced?	3.0 (LO1,2)

SECTION-B

Q. 3.1	Discuss the Characteristics and importance of Brand Management in detail?	3.0 (LO4,5)
Q. 3.2	What is the meaning of Branding? Discuss the elements in brand creation?	4.0 (LO4,5)
Q. 4.1	Define the following: a. Flanker Brand b. Private Label c. Brand Dilution	3.0 (LO3,4)
Q. 4.2	How can a company apply the criteria for choosing brand elements to create a new brand name for a product?	3.0 (LO3,4,5)

SECTION-C

Q. 6	Match the following		5
6.1	Brand Positioning	A	Added Value due to brand
6.2	Brand Loyalty	B	Unique image in customers mind
6.3	Brand Resonance	C	Opposite POPs & PODs with competitors (LO4,5)
6.4	Brand Equity	D	Increases Sales & Market Share
6.5	Straddle Position	E	Highest state of CBBE

All the best!