

# College of Applied Business (CAB)

Sent-up Examination, February 2015

## BBA / Seventh Semester / MKM 201: Buyer's Behavior

*Candidates are required to give their answers in their own words as far as practicable.*

### Section 'A'

**Time: 20 minutes**

#### Brief answer questions:

**[10×1=10]**

1. What is buyer's behavior?
2. State the consumer buying situation.
3. Point out the purpose of point .
4. Give the meaning of cognitive dissonance.
5. Point out the consumer buyer decision process.
6. State the brand loyalty factors.
7. Draw a chart of marketing communication process.
8. Mention the group properties.
9. Define culture.
10. Write on culture dynamism in one sentence.

### Section 'B'

**Time: 30 minutes**

#### Short answer questions:

**[2×5=10]**

11. Discuss the process of problem recognition.

OR

Explain the factors influencing attention and interpretation in brief.

12. Write on social class's influence in consumer behavior.

OR

State the personality theories and explain one of them and applications in marketing.

### Section 'C'

**Time: 80 minutes**

13. Comprehensive answer questions: (Case study)

The EV1 is a completely electric car developed and produced by General Motors and leased through select Saturn dealers in California and Arizona. Saturn employs a group of EV specialists who work with the customer explaining how to get a charger installed in their home, how to use it , how to arrange the lease, secure state and federal tax credits and so forth.

The EV1 has an electronically regulated top speed of 80 miles per hour. It comes with traction control, cruise control, antilock brakes, airbags, power windows , power door locks ,power outside mirrors, AM/FM CD/ cassette, tire inflation monitor system, and other features.

The EV1 has no engine, no tailpipe,no exhaust,no valves , no pistons, no timing belts , and no crankshaft. It does have a very aerodynamic body shape, low –rolling resistance tires, lightweight wheels, a regenerative braking system (produces electricity during braking that is sent back to the batteries), a heat pump for efficient heating/cooling , and computer controls. And , of course, it has batteries and an electric motor.

High-capacity lead –acid batteries are standard with a higher-performance nickel –metal hydride battery pack available. Lessees of the EV1 need to install a special 220-volt inductive charging system at their home base. When not in use , the car is plugged into an ordinary 110-volt outlet. The lead batteries can also be recharged with portable charger that plugs into an ordinary 110 –volt outlet. The batteries are maintenance free and are covered under the bumper to bumper warranty, so the lessee does not need to replace them.

The driving range with the lead batteries is 55 to 95 miles (75 to 130 with nickel), depending on driving style, terrain, temperature, and accessory usage. Saturn has worked with various utilities to establish 500 public charging stations at shopping malls, restaurants, beaches, airports, Saturn retail facilities, and key workplaces. Most do not charge a user fee.

An EV1 lease costs between \$300 and \$500 per month , depending on one’s residence (which determines the government incentives available). Installing a home charger typically costs \$ 2500. At \$ 1.50per gallon, a traditional car that gets 22 miles per gallon cost 6.83 cents per mile for gasoline. The EV! Does not require oil changes or tune –ups.

The EV1 is very environmentally friendly. It generates only 3 percent of the emissions of a typical car, including the emissions created in producing the recharging electricity. The lead batteries use 60 percent recycled lead and are 98 percent recyclable. The heat pump uses a CFC- free refrigerant. Charging the batteries at night uses off- peak electricity.

Questions:

[4×5=20]

- a) Describe the decision process a potential consumer would use in relation to the EV1.
- b) What are the marketing strategy implication of the decision process a potential consumer would use in relation to the EV1.
- c) How would you define the target market for the EV1?
- d) What information sources is a consumer likely to use in the purchase of an EV1.