

(6)

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lack of infrastructure and lack of charging pumps which is why a majority of consumers are against EV purchases. Also, there lack of awareness among consumers towards EVs. Better infrastructure, awareness campaigns, promotional activities of electric vehicles will surely help this industry penetrate the Indian automobile market.

On the basis of this case study answer the question given below :

- (a) Examine the behaviour of Indian consumers towards purchase of Electric Vehicle ?
10 Marks
- (b) Design strategy to develop positive attitudes toward electric cars in India.
10 Marks

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Roll No.

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M. B. A. (THIRD SEMESTER)

MID SEMESTER

EXAMINATION, Jan., 2023

CONSUMER BEHAVIOUR

Time : 1½ Hours

Maximum Marks : 50

- Note :** (i) This question paper contains two sections. A and B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

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Section—A

1. (a) Define Belief. Illustrate some common examples of belief among consumers. (CO1)
- (b) Explain why is it essential for marketers to study behaviour of their prospect customers ? (CO1)
- (c) Identify the demographic factors which influence the buying behaviour of customers. (CO2)
2. (a) Illustrate different sources of information when a person wants to purchase a car also describe the purpose of gathering information before purchase. (CO2)
- (b) Analyze the importance of culture in buying behaviour of customers. (CO3)
- (c) Prioritize nature and scope of Consumer Behaviour. (CO3)
3. (a) Evaluate various methods to motivate customers for a newly launched brand of laptop. (CO4)

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- (b) Recommend the various factors that influence consumer attitude formation.

(CO4)

- (c) Evaluate the use of Perception in sales promotion to retain customers for a brand.

(CO4)

Section—B

4. **Case Study (Compulsory)** 20 Marks
Electric vehicles will provoke major changes in the Indian automobile market, and their growing adoption will lead to more innovative business models. With the ongoing price hike in crude oil an alternative to power vehicles is required. Electric vehicles are being introduced by India's automobile industry as a solution to the industry and environment. Despite the government enacting electronic vehicle policies, the current market penetration of electronic vehicles is very low. A large number of EVs are selling across the globe, and even though China, the US, and Europe are

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contributing to a significant chunk of the sales, industry leaders consider India to be a promising player with a receptive market. EVs operate at a fundamentally lower cost, and in the last few years, the trends suggest that there has been a steady interest among the Indian masses for electric cars as well as two-wheelers. Buying an EV is a time-consuming process with various internal and external factors influencing the decision. Market research indicates that automobile buyers consider features such as safety, affordability, and efficiency, whereas young buyers focus on performance, features, and aesthetics such as interiors and style. The indigenous availability of vehicles, batteries, and spare parts will also impact the consumer mindset. The market and consumer sentiments toward electric vehicles are basically positive.

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The consumer mindset is evolving, which will ultimately lead to healthy growth for the electric vehicles. It is being said that EVs will become mainstream in less than a decade and can be taken as a sign of markets being aggressively ready for a product launch and marketing by automobile companies. Majority of the ones who are inclined towards buying an electric vehicle are concerned about the pollution caused by internal combustion engines and want to protect the environment. The ones who are likely to buy an EV are also interested in buying if the company offers an exchange value on their owned vehicle to buy an electronic vehicle. They also believe that the cost to charge an electric vehicle is much less than the fuel costs for a petrol or diesel vehicle. EV charging is the main hurdle in mind of Indian customers. The major reason behind the slow growth of the EV industry in India is the

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