

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
CONSUMER BEHAVIOUR
MBA – 303A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. According to Engel, Blackwell and Mansard, consumer behaviour refers to:
 - a. Actions and decision processes of people purchasing for resale
 - b. Actions and decision processes of people purchasing for personal consumption
 - c. Only physical buying of goods
 - d. Industrial buying process
2. Psychological factors influencing consumer behaviour include all EXCEPT:
 - a. Motivation
 - b. Learning
 - c. Income
 - d. Perception
3. Consumer Profiling helps businesses in:
 - a. Increasing manufacturing costs
 - b. Understanding target audience and customizing marketing efforts
 - c. Reducing advertising reach
 - d. Limiting consumer diversity
4. The Economic Model assumes that consumers:
 - a. Are emotional decision-makers
 - b. Seek to maximize satisfaction with limited information
 - c. Are rational and logical with perfect information
 - d. Are influenced only by social groups
5. Which of the following is NOT a type of consumer profiling?
 - a. Demographic profiling
 - b. Geographic profiling
 - c. Behavioural profiling
 - d. Industrial profiling
6. In India, McDonald's introducing McAloo Tikki Burger is an example of:
 - a. Economic segmentation
 - b. Product differentiation
 - c. Geographic profiling and cultural adaptation
 - d. Mass marketing
7. In the Howard Sheth Model, "Significative Stimuli" refers to:
 - a. Emotional appeal of an advertisement
 - b. Tangible product features such as price, quality, and availability
 - c. Social influence from peers
 - d. Feedback received after purchase

8. The 'Black Box' model is based on the principle of:
 - a. Direct observation of internal thought processes
 - b. Understanding visible input and output behaviour
 - c. Ignoring consumer reactions
 - d. Studying only demographic data
9. The Industrial Buying Model differs from individual consumer behaviour because:
 - a. It involves emotional decisions
 - b. It includes multiple decision-makers and formal procedures
 - c. It ignores budget constraints
 - d. It is spontaneous
10. According to *Attribution Theory*, internal attribution refers to:
 - a. Assigning causes to external situations
 - b. Assigning causes to internal traits or motives
 - c. Blaming technology or luck
 - d. Attributing everything to the environment
11. *Classical Conditioning* was introduced by:
 - a. Maslow
 - b. Pavlov
 - c. Herzberg
 - d. Festinger
12. Psychographics mainly deals with:
 - a. Age and income
 - b. Occupation and education
 - c. Values, attitudes, and lifestyles
 - d. Population density
13. The AIO framework in psychographic research stands for:
 - a. Actions, Interests, Opportunities
 - b. Activities, Interests, Opinions
 - c. Attitudes, Intelligence, Objectives
 - d. Ambitions, Insights, Operations
14. A subculture can best be defined as:
 - a. A group rejecting mainstream culture
 - b. A small culture within a larger culture sharing common values
 - c. A global cultural trend
 - d. A temporary lifestyle pattern
15. Who proposed the Two-Factor Theory of Motivation?
 - a. Abraham Maslow
 - b. Ivan Pavlov
 - c. Frederick Herzberg
 - d. B.F. Skinner
16. In Pavlov's Classical Conditioning, the bell used in the experiment is a:
 - a. Unconditioned stimulus
 - b. Unconditioned response
 - c. Reinforcement
 - d. Conditioned stimulus
17. Buying a luxury perfume to feel confident reflects which function of attitude?
 - a. Ego-defensive function
 - b. Utilitarian function
 - c. Knowledge function
 - d. Value-expressive function

18. The Likert Scale is used for:
- a. Measuring attitude intensity
 - b. Measuring learning
 - c. Identifying motivation
 - d. Personality testing
19. The Semantic Differential Scale is based on:
- a. Bipolar adjectives (e.g., good-bad)
 - b. Open-ended responses
 - c. Ranking preferences
 - d. Price sensitivity
20. When a consumer justifies a costly purchase to reduce mental conflict, it reflects:
- a. Cognitive Dissonance Theory
 - b. Attribution Theory
 - c. Reinforcement Learning
 - d. Expectancy Theory
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. a) Explain the importance of consumer behaviour in developing effective marketing strategies. 5+5=10
b) Describe the concept and benefits of customer profiling for businesses.
2. Define Consumer Behaviour, and describe the psychological factors influencing consumer behaviour: Motivation, Perception, Learning, Attitude, and Personality with examples. 2+8=10
3. Discuss the Engel-Kollat-Blackwell (EKB) Model and explain each stage of the consumer decision process with an example 2+8=10
4. a) What is the Black Box Model of consumer behaviour? Explain how it helps marketers understand consumer response. 5+5=10
b) Discuss the Sociological Model and how social factors influence buying decisions.
5. A customer purchases an expensive Apple iPhone 15 Pro, but after hearing about overheating issues online, begins to regret the purchase. Question: 5+5=10
a) Identify the psychological concept at play here.
b) As a brand manager, what strategies will you use to reduce this post-purchase dissonance?
6. Explain Maslow's Hierarchy of Needs theory. How does it help marketers design products and advertisements in the Indian context? 2+8=10
7. a) Define a Reference Group and explain its types with examples. 5+5=10
b) Describe the different types of reference group influence with examples for Indian consumers.
8. A marketing firm is launching a premium fitness smartwatch in Indian metro cities. Their target consumers are health-conscious working professionals who often participate in marathons or yoga sessions. Question: 5+5=10
a) Identify the psychographic segment of these consumers using the AIO framework.
b) Which VALS group do they belong to and why?