MASTER OF BUSINESS ADMINISTRATION Third Semester CONSUMER BEHAVIOUR MBA – 19 (A)

Duration: 3Hrs. Full Marks: 70

Part-A (Objective) =20 Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. Marks: 50

1. Answer the following questions: (any five)

 $2 \times 5 = 10$

- a) What do you mean by perceptual bias?
- b) Define the process of socialisation.
- c) How do we define a extended family?
- d) Write two limitations of the distributive approach.
 - e) Explain the three components of attitude.
- f) How does information processing occurs in consumer decision process?
- g) Highlight the importance of family in consumer behavior.

2. Answer the following questions: (any five)

3×5=15

- a) Discuss the perception process.
- b) Discuss the functions of culture.
- c) What are the ways of measuring social class?
- d) Discuss the benefits of opinion leadership.
- e) Write three key differences between opinion leaders & surrogate buyers.
- f) What is the main difference between Social Psychological theory and Psychoanalytical model of consumer behaviour?
- g) How is hierarchy of effects model related with the main components of attitude?

3. Answer the following questions: (any five)

5×5=25

- a) Write a short note on consumer related reference groups.
- b) Discuss the role of Id, Super Ego & Ego in consumer behaviour.
- c) Discuss the main components of the learning process.
- d) Explain the Engel, Blackwell and Kollat's consumer decision process model.
- e) Discuss the compensatory and non compensatory multi attribute models.
- f) Discuss the product characteristics that influence diffusion.
- g) Write a short note on family life cycle.

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| (The figures in the margin indicate full marks for the question | ons) |
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| Duration: 20 minutes | Marks – 20 |
| PART A- Objective Type | |
| I. Select & put '\', mark on the appropriate answer: | 1×20=20 |
| 1. Problem recognition is part of: a) The Marketing Mix b) Personal Influence c) The Decision Process d) All of the above | |
| 2. A set of shared values, attitudes, beliefs, artefacts and other symbols is called: a) Culture b) Personality c) Reference Group | d) Family |
| 3. Post-purchase evaluation means: a) Comparing the purchase outcome with previous expectations. b) Researching consumers who have previously bought the product. c) Feelings of disappointment following a purchase. d) Taking corrective action. | |
| 4. People cannot focus on all of the stimuli that surround them each day. A person' most of the information to which he or she is exposed is called a) Selective perception b) Selective attention c) Selective attitude d) Selective distortion | s tendency to screen out |
| 5. How consumers learn about new products for the first time and make decision to a) Evaluation process c) Information search b) Adoption process d) Quality Assessment | buy them is called the |
| 6. Which among the following is not related to the Howard Sheth Model? a) Input variables b) Output variables c) Exogenous variables d) None of the above | |
| 7. Which among the following is not a status factor? a) Economic Assets b) Power c) Prestige | d) Habits |
| 8. If a company treats a product new as it is new from the perspective of the compandefined as: a) Firm oriented b) Product oriented c) Market oriented d) | ny, such innovation is Consumer oriented |
| 9. Opinion leadership is also referred to as a) Word of mouth b) Reference group c) Advertising d) None of the above | |

| a) Upper Upper classb) Upper Middle class | b) Lower Upper class d) Upper lower class |
|--|--|
| b) product life cycles have sh | statistical techniques have made it easier to research consumer behaviours. |
| 12. Which among the following i | s a single variable index of social class? |
| a) Occupation | b) Income |
| c) Education | d) All of the above |
| represent in the adoption proce | |
| a) Interest | b) Adoption |
| c) Evaluation | c) None of the above |
| 14. Which among the following ia) Gatekeeperc) User | s not a role played in the family decision making process b) Disposers d) Compensator |
| 15. If a person wants to be appreda) Compliantc) Detached | ciated, loved & accepted his interpersonal orientation is: b) Aggressive d) loser |
| 16. Problem recognition can be toa) Only Ac) A, B & C | riggered by A) motives B) external stimuli C) experience b) Both A & B d) None of the above |
| 17. The process of absorbing or laa) Socialisationc) Gratification | earning the culture in which one is raised is called: b) Acculturation d) Inculcation |
| 18. While evaluating alternatives A) Evaluating Criteria B) Beli a) All of the above c) C | the variables within the central processing unit are efs C) Attitudes D) Intensions b) A & B d) B, C & D |
| 19. All of the following factors wa) Familyc) Reference Groups | yould be listed as social factors that influence consumer behaviour except: b) Roles & Status d) Occupation |
| a) Learning c) Stimulus object | s in an individual's behaviour arising from experience. b) Motivation d) A cue |