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

Duration: 3Hrs. Full Marks: 70

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

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. Marks: 50

Answer any five of the following questions

1. What is Consumer Behavior? What are the Models of Consumer Behavior?

(2+8=10)

- 2. Explain the Marketing Concept with examples? (10)
- 3. What is Segmentation? How a market is segmented? (2+8=10)
- 4. What are the various concept of marketing Mix? What are the different types of pricing? (5+5=10)
- 5. What are the various levels of products? Explain with examples. (5+5=10)
- 6. What do you understand by the product life cycle stages explain with diagram?

(8+2=10)

7. What is Consumer decision making process? What is Super ego and ego?

(5+5=10)

8. What do you understand by Post purchase Behavior and Information search in consumer decision making process? (5+5=10)

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Duration: 20 minutes

Marks - 20

(PART A - Objective Type)

I. Answer the following:	1×
1. What is the full form of LIP?	-3115
 According to Sigmund Freud's Psychoanalytical theory consist of four factories or False 	ctors?
3. What is the full form of USP?	
4. The ego function comprises of Conscious, preconscious and	m
5. The id is driven by principle. a) Pleasure b) Excitement c) Cognitive d) Experience	
6. The ego operates based on principles. a) Pleasure	
7. The social class can be divided into two types. True or False	
8. Maslow's hierarchy needs are of five types. True or False	
9. The most important and first step in the buying process is? a) Problem Recognition b) Information Search c) Purchase Decision d) Feedback	
10. What is the full form of CPG? a) Consumer Purchase Group b) Consumer Package Goods c) Consumer Price Group d) Consumer Psychology Grouping	
11.Individuals tend to stimuli to form a unified picture or impression a) Group b) Divide c) Reject d) Store	1?

 12.The need that comes from a desire for integration and belongingness in environment is called? a) Social Need b) Need for Change c) Safety Need d) Esteem Needs 	the social
 13.People possess specific psychological characteristics that are referred to a) Traits b)Beliefs c) Values d) Attitude 	as?
14. The kind of influence a person tries to be conventional is called? a) Utilitarian Influence b) Information Influence c) Consumer Influence d) Cognitive Influence	
15. The most influential multi attribute model is themodel? a) Fishbein Model b) Maslow Model c) Sigmund Freud d) Maclelland Model	
16.Theacts to perfect and civilize our behavior? a) Id b) Ego c) Super Ego d) All the above	
17.Ethenocentrism is illustrative of a person's feeling of? a) Patriotism b) Love c) Anger d) Revenge	
18. There are five different levels of product.	True or False
19. Selling concept of marketing focus on the Consumer.	True or False
20.In introduction stage of product life cycle the product sales is high.	True or False