

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
CONSUMER BEHAVIOUR & RETAILING
MBA-303 A**

Duration: 3 Hrs.

Marks: 70

PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. What do you mean by Retail strategy? And what are the different types of retailers? (10)
2. What is market segmentation? What are the types of market segmentation? (2+8=10)
3. What are the secondary motives? What is the scope of consumer research for a company? (5+5=10)
4. What are the elements of attitude? And what are the major stages of Life Cycle? (5+5=10)
5. What is perceptual selection ?What are the components of Learning? (5+5=10)
6. What are the steps in purchasing a new product? What are the different types of Family? (5+5=10)
7. What are the different types of Motivation and what are the dynamics of motivation? (5+5=10)
8. What are the dynamics of Perception? What are the different types of motives? (5+5=10)

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[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. The ego function comprises of Conscious, preconscious and _____ mind.
 - a. Unconscious
 - b. Subconscious
 - c. Dormant
 - d. Active
2. The ego operates based on _____ principles.
 - a. Reality
 - b. Status
 - c. Practical
 - d. Dream
3. Selling concept of marketing focus on the Consumer.
 - a. True
 - b. False
4. According to Sigmund Freud's Psychoanalytical theory consist of four factors.
 - a. True
 - b. False
5. There are five different levels of product.
 - a. True
 - b. False
6. The geo-cluster approach combines _____ data with geographic data to create a more accurate or specific profile.
 - a. Demographic
 - b. Income
 - c. Population
 - d. Sales
7. Psychographic segmentation is also known as
 - a. Life style
 - b. Values
 - c. Style
 - d. Interest
8. When several research agencies collect and tabulate marketing information on a continuing basis is called:
 - a. Syndicated Research
 - b. Corporate Research
 - c. Advertising Research
 - d. Product Management
9. Motivation can be described as the driving force within individuals that impels them to:
 - a. Organize
 - b. Plan
 - c. Reaction
 - d. Action
10. The Secondary Motives in an individual is called:
 - a. Power Motive
 - b. Achievement Motive
 - c. Social Affiliation Motive
 - d. All of the above
11. The Trait theory of personality is given by:
 - a. Carl Jung
 - b. Hans Eysenck
 - c. Gordon Allport
 - d. Alfred Adler
12. The elements of the Attitude are:
 - a. Behavioral
 - b. Informational
 - c. Emotion
 - d. All of the above
13. One of the components of "LEARNING" is:
 - a. Expectation
 - b. Attitude
 - c. Motivation
 - d. Knowledge
14. The Engel- Kollat -Blackwell model is essentially a conscious problem solving and _____ model of consumer behavior.
 - a. Expectation
 - b. Attitude
 - c. Motivation
 - d. Learning
15. Howard-Sheth model is one of models that represent consumer behavior on the market.
 - a. True
 - b. False

16. Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy.
- True
 - False
17. In "VALS" Framework the highest change is brought by _____.
- Innovator
 - Thinkers
 - Achievers
 - Believers
18. The extended family structure consists of two or more adults who are related, either by blood or marriage, living in the same home is called:
- Extended Family
 - Single Parent Family
 - Nuclear Family
 - Childless Family
19. The straight floor plan in retailing makes optimum use of?
- Walls
 - Selves
 - Floor
 - Ceiling
20. The type of pricing strategy suitable for a price sensitive customer is:
- Floor Pricing
 - Discount Pricing
 - Market Planning
 - Odd Pricing

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



[PART (A) : OBJECTIVE]

Duration : 20 Minutes

Serial no. of the
main Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

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Scrutinizer's Signature

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Examiner's Signature

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Invigilator's Signature