

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER [SPECIAL REPEAT]
CONSUMER BEHAVIOUR
MBA – 303A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

(Objective)

- _____ is the most basic cause of a person's wants and behaviors.
a. Culture
b. Social class
c. Personality
d. Lifestyle
- A good synonym for motive is a(n) _____.
a. omen
b. need
c. drive
d. cue
- According to Maslow's Hierarchy of Needs, the lowest order of needs are called: a.
a. Self-actualization needs
b. Safety needs
c. Social needs
d. Physiological needs.
- _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
a. Readiness
b. Selectivity
c. Perception
d. Motivation
- Which among the following is not a characteristic of culture
a. It is learned
b. It is adaptive
c. It is inculcated
d. None of the above
- In Full Nest I stage age of the children in the family is
a. Less than 6 years
b. Less than 2 years
c. More than 4 years
d. Less than 8 years
- _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
a. Consumer behavior
b. Consumer attitude
c. Consumer interest
d. Consumer perception
- As per theory of Self Concept, Actual self is:
a. How a person actually perceives himself
b. A person's self image in a specific situation
c. How a person would like others to perceive him.
d. How a person thinks others perceive him.
- Cognitive dissonance occurs in which stage of the buyer decision process model?
a. Need recognition
b. Information search
c. Evaluation of alternatives
d. Post purchase conflict

10. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____.
- a. Economic situations
 - b. Consumption decisions
 - c. Situational influences
 - d. Physiological influences
11. _____ describes changes in an individual's behavior arising from experience.
- a. Modeling
 - b. Motivation
 - c. Perception
 - d. Learning
12. Any individual who purchases goods and services from the market for his/her end-use is called a.....
- a. Customer
 - b. Purchaser
 - c. Consumer
 - d. All these
13. _____ describes changes in an individual's behavior arising from experience.
- a. Modeling
 - b. Motivation
 - c. Perception
 - d. Learning
14. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
- a. Motive
 - b. Demand
 - c. Want
 - d. Requirement
15. The patterns in which people live and spend time and money is:
- a. Attitude
 - b. Lifestyle
 - c. Personality
 - d. Perception
16. Classical Conditioning theory refers to learning through
- a. Repetition
 - b. Perception
 - c. Communication
 - d. None of the above
17. The area of consumer behavior has not taken inputs from the field of:
- a. Anthropology
 - b. Mathematics
 - c. Psychology
 - d. Economics
18. _____ is the definition of reference groups.
- a. Groups that an individual looks to when forming attitudes and opinions
 - b. Groups of people who have been referred to by someone they know
 - c. Groups of office colleagues
 - d. Chat groups on the internet
19. _____ Model of Consumer Behaviour focuses on the relationship between the firm & its potential consumers.
- a. Nicosia
 - b. EKB Model
 - c. Sheth Model
 - d. Webster & Wind
20. Consumers who do not shop with anything specific in mind are known as _____ consumer.
- a. Loyal Consumer
 - b. Impulsive Consumer
 - c. Discount consumer
 - d. Need based consumers

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. What is Consumer Behaviour? Why it is important in marketing? | 4+6=10 |
| 2. What is diffusion of innovation? Discuss its process. | 3+7=10 |
| 3. Write short notes on any two:
a)Personality
b)Learning
c)Howard Seth model of consumer behavior | 5+5=10 |
| 4. Explain what is attitude with example. Discuss the Cognitive Dissonance theory of attitude. | 5+5=10 |
| 5. Discuss the EKB model of consumer behavior. | 10 |
| 6. What is learning? What are its different elements? Discuss the Classical Conditioning Theory of Learning. | 2+4+4=10 |
| 7. What is culture? Discuss its characteristics. | 4+6=10 |
| 8. What is profiling of consumers? Discuss its major methods. | 3+7=10 |

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. a) Write the meaning of derivatives. Discuss the uses of financial derivatives. 5+5=10
b) Discuss the significance of derivatives markets.
2. Write a note on derivative instruments traded in India. 10
3. Write the meaning and features of future market. Discuss the differences between forward contract and future contract. 5+5=10
4. Explain the Futures trading mechanism in India. 10
5. a) Explain the types of swaps. 5+5=10
b) Differentiate between swaps contract and options contract.
6. Write the meaning of option derivatives. Discuss the types of option trading. 10
7. Discuss elaborately the concept of either Black- Scholes model or Cost of Carry Model. 10
8. Define stock index futures. Highlight the important points that defines the significance of stock market indices. 10

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