

8. The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.
 - a. Influencer
 - b. Agent
 - c. Sponsor
 - d. Facilitator
9. As a marketer we can influence the _____ of a person
 - a. id
 - b. superego
 - c. ego
 - d. All of the above
10. As per Substitution Affect of the economic theory of consumer behavior:
 - a. If a substitute product is available at a cheaper cost, the demand of the product in question will reduce.
 - b. If a substitute product is available at a higher cost, the demand of the product in question will reduce.
 - c. If a substitute product is available at a cheaper cost, the demand of the product in question will increase.
 - d. If a substitute product is not available, the demand of the product in question will reduce.
11. Classical Conditioning theory refers to learning through
 - a. Repetition
 - b. Perception
 - c. Communication
 - d. None of the above
12. _____ component of attitude usually describes the actual behavior of the person or his intention.
 - a. Affective
 - b. Cognitive
 - c. Conative
 - d. None of the above
13. Divestment is a construct of which model of consumer behavior
 - a. Economic Model
 - b. Engel Blackwell Miniard Model
 - c. Sheth Model
 - d. Howard Seth Model
14. _____ is an example of Enduring involvement
 - a. Immediate buying
 - b. Impulsive buying
 - c. Planned buying
 - d. Referred buying
15. An image of self somewhere in between the actual and ideal self is called _____
 - a. Situational Self
 - b. Ideal Self
 - c. Actual Self
 - d. Expected self
16. _____ Model of consumer behavior emphasizes more on the marketing strategies of the firm.
 - a. Nicosia
 - b. EKM
 - c. EKB
 - d. Economic
17. The buying process starts when the buyer recognizes a _____
 - a. Product or Service
 - b. Problem
 - c. Money
 - d. Shop

18. Which of the following would be the best illustration of a sub culture ?
- a. A family
 - b. A group of people
 - c. A religion
 - d. None of the above
19. When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known as _____
- a. Individual Buyer Behaviour
 - b. Business Buyer Behaviour
 - c. Consumer Buyer Behaviour
 - d. Secondary Buyer Behaviour
20. As per the EKB model "information" to enter the Central Processing Unit needs to be
- a. Filtered
 - b. Repeated
 - c. Retained
 - d. All of the above

-- --- --

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

- | | |
|-------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. Compare and Contrast Engel Kollad Blackwell and Engel Kollad Miniard model of Consumer Behavior. | 10 |
| 2. What is consumer perception? Discuss the concept of threshold and subliminal perception. | 4+6=10 |
| 3. Discuss the scope and application of Consumer Behaviour in marketing. | 10 |
| 4. Discuss how reference group can influence consumer behavior. How Diffusion of innovation does take place? | 6+4=10 |
| 5. What is personality? Discuss three main theories of personality. | 10 |
| 6. What do you mean by consumer behavior? How is profiling of consumers done? | 4+6=10 |
| 7. Explain the three components of attitude with example. Discuss the Attribution and Cognitive Dissonance theory of attitude | 4+6=10 |
| 8. What is culture? Discuss its characteristics. | 3+7=10 |

== *** ==