

MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
CONSUMER BEHAVIOUR
MBA – 303A

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. _____ Model of consumer behavior emphasizes more on the marketing strategies of the firm.
 - a. Nicosia
 - b. EKM
 - c. EKB
 - d. Economic
2. The buying process starts when the buyer recognizes a _____.
 - a. Product or Service
 - b. Problem
 - c. Money
 - d. Shop
3. 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
4. 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
5. 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
6. Classical Conditioning theory refers to learning through
 - a. Repetition
 - b. Perception
 - c. Communication
 - d. None of the above
7. _____ 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
8. 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

9. _____ is an example of Enduring involvement
- Immediate buying
 - Impulsive buying
 - Planned buying
 - Referred buying
10. An image of self somewhere in between the actual and ideal self is called _____
- Situational Self
 - Ideal Self
 - Actual Self
 - Expected self
11. _____ is the practice of organizing customers into specific groups possessing similar goals or characteristics in consumer behaviour
- Segmentation
 - Classification
 - Profiling
 - Standardizing
12. The psychology of how the consumer is influenced by his or her environment is reflected from
- culture
 - media
 - family
 - All of the above
13. The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.
- Influencer
 - Agent
 - Sponsor
 - Facilitator
14. As a marketer we can influence the _____ of a person
- id
 - superego
 - ego
 - All of the above
15. As per Substitution Affect of the economic theory of consumer behavior:
- If a substitute product is available at a cheaper cost, the demand of the product in question will reduce.
 - If a substitute product is available at a higher cost, the demand of the product in question will reduce.
 - If a substitute product is available at a cheaper cost, the demand of the product in question will increase.
 - If a substitute product is not available, the demand of the product in question will reduce.
16. _____ describes changes in an individual's behavior arising from experience.
- Modeling
 - Motivation
 - Perception
 - Learning
17. If a viewer cannot understand properly the meaning of an advertisement it is called _____
- Stimulus Ambiguity
 - Perceptual bias
 - Significative Stimuli
 - All of the above
18. Celebrities, sportsmen, successful business men, political leaders are examples of :
- Primary reference group
 - Partial reference group
 - Secondary reference group
 - Preferred reference group

19. As per the learning theory purchase is possible only when (stimulus → effect) relation leads to a _____.
- a. Rewards
 - b. Reaction
 - c. Loss
 - d. Output
20. As per the family life cycle theory when there is only one surviving spouse this stage is called the stage of _____.
- a. Dissolution
 - b. Dissertation
 - c. Division
 - d. Disheartment
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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. 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 |

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