

MBA
THIRD SEMESTER
CONSUMER BEHAVIOUR
MBA – 303A
(USE OMR FOR OBJECTIVE PART)

2024/11

**SET
B**

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

Marks: 20

(Objective)

1×20=20

Choose the correct answer from the following:

1. Any individual who purchases goods and services from the market for his/her end use is _____.
 - a. Consumer
 - b. Purchaser
 - c. Customer
 - d. None of the above
2. _____ develop on the basis of wealth, skill and power.
 - a. Economical class
 - b. Purchasing power
 - c. Competitors
 - d. Social class
3. What are the effects associated with the economic model of consumer behaviour?
 - a. Price effect
 - b. Substitution effect
 - c. Income effect
 - d. All of the above
4. In the family decision making process model which is the first step for the purchase:
 - a. Gatekeeper
 - b. Decider
 - c. Influencer
 - d. Buyer
5. According to the Howard Sheth model of consumer behavior, which of the following are important sets of variables?
 - a. Input
 - b. Perceptual and learning constructs
 - c. Output
 - d. All of the above
6. Which is the main measurement scale of attitude?
 - a. Likert Scale
 - b. Semantic Scale
 - c. Both A & B
 - d. None of the above
7. In attribution theory what are the two factors:
 - a. Internal factors
 - b. Factory factors
 - c. External factors
 - d. Both A & C

8. In which stage of Maslow's hierarchy the morality and creativity of a individual comes into force
 - a. Self-actualisation
 - b. Love
 - c. Esteem
 - d. Physiological
9. Classical conditioning theory is given by:_____
 - a. Maslow
 - b. Porter & Lawler
 - c. Ivan Pavlov
 - d. None of the above
10. What are the factors that contribute in the formulation of personality.....
 - a. Heredity
 - b. Environment
 - c. Situation
 - d. All of the above
11. Which of the following would be the best illustration of a sub culture?
 - a. a religion
 - b. a group of close friends
 - c. your university
 - d. a fraternity or sorority
12. CDM stands for _____
 - a. Consumer Development Model
 - b. Consumer Decision Mix
 - c. Consumer Decision Making
 - d. Consumer Development Matrix
13. Second stage in the Consumer Decision Making model is _____
 - a. Need
 - b. Information Search
 - c. Evaluation of alternatives
 - d. Purchase
14. 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. Industrial Buyer Behaviour
 - c. Consumer Buyer Behaviour
 - d. Secondary Buyer Behaviour
15. Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered _____ motives.
 - a. Safety
 - b. self-actualization
 - c. Physiological
 - d. Belongingness
16. _____ describes changes in an individual's behavior arising from experience.
 - a. Modeling
 - b. Motivation
 - c. Perception
 - d. Learning
17. The final stage in the Consumer Decision Making model is _____
 - a. Pre-purchase
 - b. Post-purchase
 - c. Evaluation of alternatives
 - d. Purchase

18. What are the factors based on which sub culture are formed?
- a. Ethnicity
 - b. Religion
 - c. Geography
 - d. All of the above
19. Which of the following is not related to economic model of consumer behaviour?
- a. Higher the income, higher the sales
 - b. Higher the price, higher the sales
 - c. Higher the promotional expenses, higher the sales
 - d. None of the above.
20. _____ 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
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(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

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

1. a) What is the scope of consumer behavior research in modern marketing? 5+5=10
- b) How does the study of consumer behavior help businesses cater to diverse customer needs and preferences?
2. Explain the stages of the consumer decision-making process. How does each stage contribute to the final purchase decision? 5+5=10
3. A manufacturing company needs to purchase raw materials for a new product line. The procurement team must evaluate multiple suppliers. What steps should the company follow according to the industrial buying process, and how should the team decide which supplier to choose? 10

4. a) How does cognitive dissonance affect consumer decision-making, especially after making a purchase? What strategies do consumers use to reduce dissonance? 2+3=5
- b) How does attribution theory explain the way consumers assign blame or credit when a product fails or exceeds expectations? 5
5. A young professional is considering purchasing a new smartphone. How might social class, peer groups, and family influence their decision-making process in choosing a brand or model? 10
6. a) Describe the key characteristics of attitude and explain the primary functional theories of attitude with examples. 5+5=10
- b) Describe how Likert scales and semantic differential scale, are they used to measure attitudes?
7. Write short notes on : 5+5=10
- a) Howard Sheth Model
- b) Classical Conditioning theory
8. Martin Incorporation was involved in the cosmetics and perfume business. The company was following the product concept of marketing and catered only to their existing customers, while paying no attention to the changing needs and demands of the consumers. A marketing graduate, named Ash, joined the company and advised the company about necessary changes that must be made in the product on the basis of changing taste and preferences of consumers to successfully sell the company's products. Mr Ash modernised the products and spent about 30 lakhs on packaging etc. on the basis of relevant income and social factors that affect the consumers. The product manager and assistant manager were not happy with the efforts made by Mr Ashas even after 6 months of implementation of suggested changes the company was not able to achieve effective growth in sales. The product manager and Assistant manager were of the opinion that although some progress was made by Mr Ash, yet many important factors affecting consumer behavior were also neglected by him. 5+5=10
- a) Do you agree with the product manager and assistant? Why?
- b) What other factors could have been considered? discuss

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