

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

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. Consumer behaviour implies study of behaviour of purchaser of all:
 - a. Goods
 - b. Goods and services
 - c. Services
 - d. None of these
2. Factors influencing consumer psychographic include:
 - a. Profession
 - b. Education
 - c. Health
 - d. All of these
3. A desire that causes a customer to buy a product is called:
 - a. Want
 - b. Need
 - c. Wish
 - d. Lifestyle
4. Emotional motives include:
 - a. Size
 - b. Affection
 - c. Weight
 - d. None of these
5. Socio-psychological theory is also known as:
 - a. Freud's theory
 - b. Neo-Freudian Personality Theory
 - c. Trait theory
 - d. None of these
6. Beliefs and preferences for brand based on the information they have processed define consumers:
 - a. Attitude
 - b. Perception
 - c. Personality
 - d. Motives
7. Learning acquired as a result of a careful search for information is called as:
 - a. Intentional
 - b. Incidental
 - c. Consumer learning
 - d. None of these
8. Process by which an individual selects, organizes, interprets stimuli into a meaningful and coherent picture of the world:
 - a. Adoption
 - b. JND
 - c. Threshold
 - d. Perception
9. Distributive approach focuses on just the:
 - a. Act of purchase
 - b. Consumer behavior
 - c. Buying behavior
 - d. Act of pose purchase
10. The Engel Kollat Blackwell Model of Consumer Behavior consists of:
 - a. 2 stages
 - b. 3 stages
 - c. 4 stages
 - d. 7 stages

11. In Howard Sheth model of consumer behavior the input variables consist of:
 - a. Significant incentives
 - b. Symbolic incentives
 - c. Social stimuli
 - d. All of these
12. Maslow's Hierarchy of Needs consists of:
 - a. 7 level of needs
 - b. Level of motivation
 - c. Psychological variables
 - d. 5 levels of need
13. Process of learning about one's native culture is known as:
 - a. Enculturation
 - b. Acculturation
 - c. Diffusion
 - d. Customs
14. Blue collar social class indicates:
 - a. Factory worker
 - b. Office worker
 - c. Mine worker
 - d. Both A and C
15. A group that serves as a reference point for an individual in the formation of his/her beliefs, attitudes and behavior is known as:
 - a. Social class
 - b. Work group
 - c. Reference group
 - d. Shopping group
16. In western societies there are:
 - a. 3 types of families
 - b. 2 types of families
 - c. 5 types of families
 - d. None of these
17. Psychographic is commonly known as study of consumers':
 - a. Lifestyle
 - b. Perception
 - c. Behavior
 - d. Attitude
18. Technological advances that create new or improved products is called as:
 - a. Diffusion
 - b. Innovation
 - c. Consumption
 - d. All of these
19. Large, self service stores that carry a broad and complete line of food and non-food products are called as:
 - a. Super markets
 - b. Departmental stores
 - c. Chain stores
 - d. Discount houses
20. The amount of space allocated to various product lines, specific locations of products and a floor plan of display tables and racks comprise the store's:
 - a. Design
 - b. Accessibility
 - c. Layout
 - d. Strategy

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(PART-B : Descriptive)

Time: 2 hrs. 40 min.

Marks: 50

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

1. Discuss the consumer decision making process. 10
2. a. What do you mean by motivation? What are the different types of motivation? 2+2+1+5=10
 b. Discuss Neo-Freudian Personality Theory.
3. a. What are the Consumer Learning Process? Write down the importance of Consumer Learning. 2+3+5=10
 b. Discuss the cues of Learning theory.
4. Discuss Howarth Sheth Model of Consumer behavior. 10
5. a. What do you mean by Reference Group? What are the types of Reference group? 1+4+5=10
 b. Write down about five types of family.
6. a. Explain the Adoption process in detail. 5+2+3=10
 b. What is Innovation? What are the types of Innovation given by Robertson?
7. a. Write down the difference between product retailing and service retailing. 5+5=10
 b. Discuss the impact of technological environment in retailing.
8. a. Write down Five types of retail store. 5+5=10
 b. Explain the characteristics of Supermarket.

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