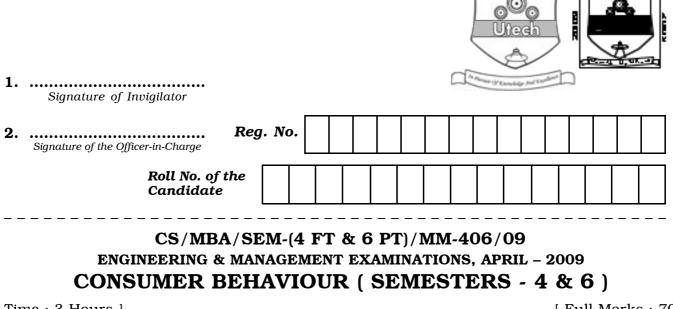
CONSUMER BEHAVIOUR (SEMESTERS - 4 & 6)

CS/MBA/SEM-(4 FT & 6 PT)/MM-406/09



Time : 3 Hours]

[Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES :

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - b) For Groups B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group B are Short answer type. Questions of Group C are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.

7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.

- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

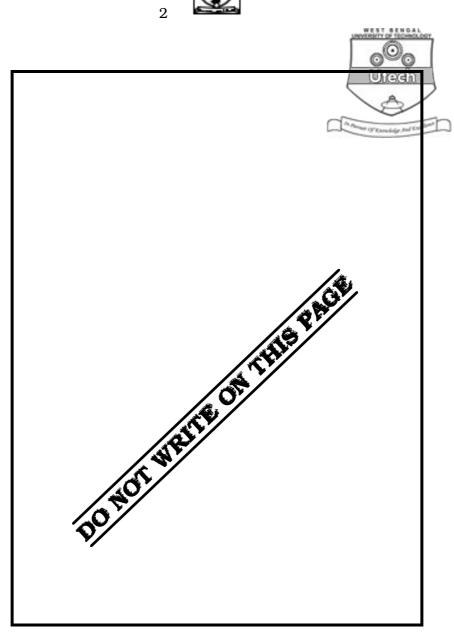
	Group – A						Group – B			Group – C					
Question Number														Total Marks	Examiner's Signature
Marks Obtained															

Head-Examiner/Co-Ordinator/Scrutineer

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Full Marks : 70

Time : 3 Hours]

GROUP – **A**

(Multiple Choice Type Questions)

Cho	Choose the correct answer from the following :											
i)	One	One of the components of personality in Freudian system is										
	a)	id	b)	self								
	c)	lifestyle	d)	social class.								
ii)	Loyalty status comes under											
	a)	geographic segmentation										
	b)	b) economic & demographic segmentation										
	c)	behavioural segmentation										
	d)	none of these.										
iii)	Complex buying behaviour is applicable when the product is											
	a)	cheap	b)	moderately priced								
	c)	expensive	d)	none of these.								
iv)	Ivan Pavlov is related with											
	a)	Classical conditioning	b)	Instrumental conditioning	Ś							
	c)	Cognitive learning	d)	none of these.								
V)	Marketer should put effort to cognitive dissonance.											
	a)	reduce	b)	sustain								
	c)	increase	d)	ignore.								
vi)	Gatekeepers are											
	a)	Initiator	b)	Influencer								
	c)	Information provider	d)	None of these.								
	i) ii) iii) v)	 i) One a) c) ii) Loy: a) b) c) d) c) d) iii) Con a) c) d) iii) Con a) c) iii) Ivan a) c) ivan a) c) ivan a) c) ivan a) c) ivan a) c) v) Man a) c) v) Gat a) c) 	 i) One of the components of person a) id c) lifestyle ii) Loyalty status comes under a) geographic segmentation b) economic & demographic segmentation d) none of these. ii) Complex buying behaviour is app a) cheap c) expensive iv) Ivan Pavlov is related with a) Classical conditioning c) Cognitive learning v) Marketer should put effort to a) reduce c) increase vi) Gatekepers are a) Initiator 	i) One of the components of personality in F a) id b) c) lifestyle d) ii) Loyalty status comes under a) a) geographic segmentation b) b) economic & demographic segmentation b) economic & demographic segmentation d) none of these. iii) Complex buying behaviour is applicable w a) cheap b) c) expensive d) iv) Ivan Pavlov is related with a) c) Cognitive learning b) c) Cognitive learning d) v) Marker should put effort to a) a) reduce b) c) increase d)	 i) One of the components of personality in Freudian system is a) id b) self c) lifestyle d) social class. ii) Loy=Ity status comes under a) geographic segmentation b) economic & demographic segmentation d) none of these. iii) Complex buying behaviour is applicable when the product is a) cheap c) behavioural segmentation d) none of these. iii) Complex buying behaviour is applicable when the product is a) cheap c) expensive d) none of these. iv) Ivan Pavlov is related with a) Classical conditioning c) cognitive learning d) Instrumental conditioning c) cognitive learning d) inone of these. v) Markerer should put effort to							

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	vii) 'Reference Group' is a									
		a)	Formal Group	b)	Informal Group ch					
		c)	Both (a) and (b)	d)	None of these.					
	viii)	The family members who control the flow of information and provide guidance to								
		buy are known as								
		a)	Influencers	b)	Gatekeepers					
		c)	Deciders	d)	Initiators.					
	ix) model of consumer behaviour is also known as Stimulus-Response									
		model.								
		a)	EKB model	b)	Nicosia model					
		c)	Black Box model	d)	Howard-Sheth model.					
	X)	x) The Non-membership group which exerts a negative influence is known as								
		a)	Contractual group	b)	Aspiration group					
		c)	Avoidance group	d)	Symbolic group.					
GROUP – B										
(Short Answer Type Questions)										
	Answer any <i>three</i> of the following. $3 \times 5 = 15$									
2.	What are attitudes ? What are the different functions that attitudes serve ? 5									
3.	Explain the difference between "enculturation" & "acculturation". 5									
4.	. What do you mean by Extended Problem Solving behaviour and Limited Problem									
	Solving behaviour ? 5									
5.	Write a short note on 'Post-Purchase Dissonance'. 5									
6.	What do you mean by 'Reference Group' ? How do reference group influence consumer									

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behaviour?

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GROUP – C

(**Long Answer Type Questions**) Answer any *three* questions.

 $3 \times 15 = 45$

- Describe the process of learning. Briefly explain how the theory of 'Classical Conditioning' is applied by the companies to promote their product.
- 8. Describe the process of 'Organizational Buying Behaviour'. How does it differ from 'Individual Buying Behaviour' ?
- 9. What are the different stages in traditional family life cycle ? What implications does FLC have for marketing strategy ? Clearly state the preference of the nature of products in each life cycle.
- 10. What is personality & what are the three major theories of Personality ?
- 11. How would you use emotion to develop marketing strategy for each of the following ?

 $3 \times 5 = 15$

- a) Toothpaste
- b) Washing machine
- c) Mobile set.

END