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ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009
CONSUMER BEHAVIOUR
(SEMESTERS - 4 & 6)



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct answer from the following : 10 × 1 = 10
- i) 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) 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
 - 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.



vii) 'Reference Group' is a

- a) Formal Group
- b) Informal Group
- 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) 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 *three* of the following.

3 × 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 behaviour ? 5



5

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.



3 × 15 = 45

7. 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 × 5 = 15

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

END