



Name :

Roll No. :

Invigilator's Signature :

CS/MBA (OLD)/SEM-(4FT & 6PT)/MM-406/2010

2010

CONSUMER BEHAVIOUR

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

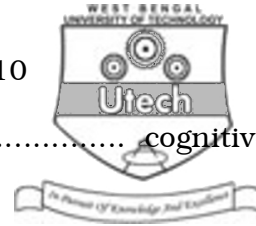
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Complex buying behaviour is applicable when the product is
 - a) Cheap
 - b) Moderately priced
 - c) Expensive
 - d) A Giffen good

- ii) Ivan Pavlov is related with
 - a) Classical conditioning
 - b) Instrumental conditioning
 - c) Cognitive learning
 - d) Social learning.



- iii) Marketer should put effort to cognitive dissonance.
- a) Reduce b) Sustain
c) Increase d) Ignore
- iv) Gatekeepers are
- a) Initiator b) Influencer
c) Information provider d) None of these.
- v) Creation of brand loyalty is an important part of
- a) Supply chain management
b) Sales management
c) Marketing strategies
d) Sales process.
- vi) Which one is a part of reference group ?
- a) Celebrity b) Expert
c) Common man d) (a) and (b) only.
- vii) The last stage in family life cycle is
- a) Empty nest b) Solitary survivor
c) Non-family household d) None of these.
- viii) Which of the following refers to a person's consistent behaviour or responses to recurring situations ?
- a) Perception b) Personality
c) Attitude d) Motivation.
- ix) A combination of beliefs and attitudes results in
- a) Learning b) Personality
c) Attitude formation d) Perception.



- x) Popular figures who can influence consumer decisions are called
- a) Opinion leaders b) Reference groups
c) Influences d) None of these.
- xi) The learning of other's culture is known as
- a) Decentralisation b) Enculturation
c) Affiliation d) Acculturation.
- xii) Parents who encourage a balance between own and children's rights and encourage children's self-expression are called
- a) Authoritarian b) Neglecting
c) Democratic d) Permissive.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What are the factors that affect reference group influence ?
3. Describe the relevance of Maslow's Hierarchy of Needs to consumer behaviour.
4. How does Organisational Buying Behaviour differ from Individual Buying Behaviour ?
5. Describe the consumer perception process in brief.
6. Discuss the process of family decision making.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) What are the different stages of the Family Life Cycle ?
b) What implications does it have on the formulation of marketing strategy ? $10 + 5$
8. a) What is post-purchase dissonance ?
b) What are the conditions that lead to it ?
c) How can the cognitive dissonance be reduced ? $3 + 3 + 9$
9. a) Social class and culture exerts a powerful influence in consumer behaviour. Discuss.
b) What are the functions of attitude in consumer behaviour ? $9 + 6$
10. a) What is learning ?
b) State the implications of learning in consumer behaviour.
c) Classify the theories of learning. $3 + 6 + 6$
11. How would you use emotion to develop marketing strategy for any *three* of the following ? 3×5
- a) Toothpaste
b) Washing machine
c) Mobile set
d) A car.
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