



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA(New)/SEM-4 FT & 6 PT/MM-406/2011**

**2011**

**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) Instrumental conditioning theory is linked with
  - a) personality
  - b) perception
  - c) learning
  - d) motivation.
- ii) The needs that we learn in response to our culture or environment is called
  - a) Innate needs
  - b) Secondary needs
  - c) Acquired needs
  - d) Primary needs.
- iii) The concept which provides an individual with the opportunity to try on different personality or different identities is
  - a) Extended self
  - b) Altering the self
  - c) Virtual personality
  - d) Ideal self.



- iv) While describing the situation in which the evaluation of a single object or person on a multitude of dimension is based on evaluation of just one or a few dimensions is
- a) halo effect
  - b) attribution effect
  - c) defensive
  - d) perceptual blocking.
- v) Enculturation is the process of understanding
- a) own culture
  - b) foreign culture
  - c) sub-culture
  - d) all of these.
- vi) The feelings experienced by consumers of doubt, discomfort after making a relatively high-involvement purchase decision referred as
- a) theory of attribute
  - b) cognitive dissonance
  - c) positioning
  - d) none of these.
- vii) ..... influences are norms and values of consumers in foreign markets that influence strategies of multinational organisations marketing their product and services abroad.
- a) Cross-cultural
  - b) Sub-cultural
  - c) Etiquette
  - d) None of these.
- viii) Social class defines
- a) ranking of people in a society
  - b) ranging of people in a society
  - c) ranking of people in a population
  - d) none of these.
- ix) The ..... process is the manner in which innovations spread over time to other consumers through communication across a market.
- a) Communication
  - b) Diffusion
  - c) Adoption
  - d) None of these.



- x) ..... of consumer behaviour is also known as stimulus-response model.
- a) EKB model                      b) Nicosia model  
c) Black box model              d) Howard-Sheth model.
- xi) A positive or negative outcome that influences the likelihood that a specific behaviour will be repeated in the future in response to a particular cue or stimulus is known as
- a) Response                      b) Punishment  
c) Reinforcement              d) None of these.
- xii) 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. State the differences between individual buyer and organizational buyer.
3. State the importance of the study of consumer behaviour in marketing.
4. Write a short note on "Post Purchase Dissonance."
5. What is family life cycle ? Discuss how this can be used to develop effective marketing strategies for Indian marketers.
6. What do you mean by 'Reference Group' ? How does Reference Group influence consumer behaviour ?



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Critically discuss and contrast the Howard-Sheth model, the EKB model and the Nicosia model. Illustrate with diagram and examples.
8. Explain the problem recognition process. What are situations that can cause possible problem recognition ? What strategies are adopted by marketers to determine problem recognition ? Illustrate with examples.  $5 + 5 + 5$
9. What is understood by cognitive dissonance in consumer behaviour ? Why does post-purchase dissonance take place ? How does the marketer enhance satisfaction, repeat purchase and customer loyalty ? Illustrate with examples.  $5 + 5 + 5$
10. What do you mean by attitude ? Discuss the functions of consumer attitude. State the relationship between attitude and consumer decision making.  $4 + 6 + 5$
11. a) Define motivation. Elucidate its implications in consumer behaviour.  
b) Specify the category of need as per Maslow's hierarchy that can be used to segment the market and position the products in the following market situations :
  - i) Seat belt in cars
  - ii) Axe deodrant
  - iii) Bungalow at Juhu.  $6 + 9$