



Name :
Roll No. :
Invigilator's Signature :

CS/MBA (N)/SEM-4 (FT) & 6 (PT)/MM-406/2012

2012

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) By BI we mean
 - a) Behavioural Intention b) Buying Intention
 - c) Budget Intention d) None of these.
 - ii) The Conflict Model in consumer behaviour is popularly known as the
 - a) EKB Model b) Nicosia Model
 - c) VAL's d) none of these.
 - iii) The Howard-Sheth Model is also known as the
 - a) Machine Model b) Motor Model
 - c) Stimulus Model d) None of these.
 - iv) By 'Full Nest I' we mean
 - a) Issueless young married couples
 - b) Young single persons
 - c) Older married couples
 - d) Young married couples with the youngest child under 6 years of age.



- v) Which of the following is NOT one of the five stages of the buyer decision process ?
- a) Need recognition b) Brand identification
c) Information search d) Purchase decision.
- vi) In a, the buyer reorders something without any modifications.
- a) habitual b) straight rebuy
c) modified rebuy d) new task buy.
- vii) The concept which provides an individual with the opportunity to try on different personalities or different identities is
- a) extended self b) altering the self
c) ideal self d) virtual personality.
- viii) influences are norms and values of consumers in foreign markets that influences strategies of multinational organizations marketing their product and service abroad.
- a) Cross cultural b) Sub-culture
c) Etiquette d) None of these.
- ix) Reference group is a
- a) formal group b) informal group
c) both (a) and (b) d) none of these.
- x) The lowest level at which an individual can experience a sensation is known as
- a) Absolute threshold
b) Just noticeable difference
c) Differential threshold
d) None of these.



- xi) The process by which information is assessed from long term storage memory is called
- | | |
|--------------|-----------------|
| a) Recall | b) Salience |
| c) Retrieval | d) Familiarity. |
- xii) Degree to which a person will expend energy to reach a goal is known as
- | | |
|-------------|--------------------------|
| a) Attitude | b) Motivational strength |
| c) Drive | d) Expectancy. |

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Examine the cognitive dissonance theory in attitude development.
3. List and explain briefly the individual level determinants of consumer behaviour.
4. Explain the difference between enculturation and acculturation.
5. What are the different family life cycle stages ? How does it affect decision making as a consumer ?
6. Who is an opinion leader, and what are their salient characteristics ?

GROUP – C

(Long Answer Type Questions)

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

7. a) Social class is a very powerful market segmentation variable. Justify your answer with examples.
- b) Gillette an established market leader in shaving products, is planning a foray into skin care products for men. How can the company use stimulus generalization to market these products ? $9 + 6$

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8. a) Explain 'diffusion of innovation'.
b) What are the factors affecting diffusion of innovation ?
c) Detail the diffusion process with suitable illustrations.
- 4 + 6 + 5
9. a) Describe the Consumer decision making process.
b) Discuss how consumers recognise consumption problems, and state why marketers need to understand this aspect of decision making.
c) Can consumers skip one or more stages in the decision making process ?
- 8 + 4 + 3
10. a) What is perception ?
b) Analyse the implications of perception in consumer behaviour.
c) Discuss the role of marketers in the following :
i) reducing post purchase dissonance.
ii) enhancing repeat purchase, and customer loyalty.
- 4 + 6 + 5
11. Write short notes on any *three* of the following : 3 × 5
- a) WOM process.
 - b) Functions of attitudes.
 - c) Trait theories of personality.
 - d) Psychological motives.
 - e) Absolute threshold and differential threshold.
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