



Name :
Roll No. :
Invigilator's Signature :

CS/MBA/SEM-4FT & 6PT/MM-406/2013

2013

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.*

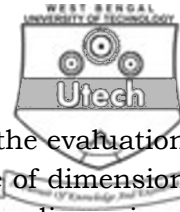
GROUP – A

(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 are 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 personalities 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 called
 - a) halo effect
 - b) attribution effect
 - c) defensive
 - d) perceptual blocking.
- v) As product knowledge increases, the information search done by the consumer
 - a) increases
 - b) decreases
 - c) follows a U shaped pattern
 - d) follows an inverted U shaped pattern.
- vi) The alternatives avoided by a consumer in the process of deciding a brand fall under
 - a) Inert set
 - b) Inept set
 - c) Consideration set
 - d) Evoked set.
- vii) The shared belief amongst group members as to what is acceptable or non-acceptable is known as
 - a) Norm
 - b) Value
 - c) Role
 - d) Status.
- viii) The exchange of comments, thoughts or ideas between two or more consumers, none of whom is a marketing source is known as
 - a) Word of mouth
 - b) Buzz marketing
 - c) Viral marketing
 - d) None of these.
- ix) The family member who controls the flow of information on a product or service is known as
 - a) the initiator
 - b) the gatekeeper
 - c) the information gatherer
 - d) the user.



- x) The first stage in the Family Life Cycle is
- a) Full nest 1
 - b) Empty Nest
 - c) Solitary Survivor
 - d) Bachelorhood.
- xi) A reference group which interacts regularly is called
- a) Primary group
 - b) Formal group
 - c) Secondary group
 - d) None of these.
- xii) Which of the following indicates whether or not repeat purchases will be made ?
- a) Need recognition
 - b) Post-purchase behaviour
 - c) Purchase behaviour
 - d) Search for alternatives.

GROUP – B

(Short Answer Type Questions)

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

2. What is post purchase dissonance ? How do marketers seek to reduce it ?
3. Explain the cognitive dissonance theory in developing attitude.
4. How does a consumer decide on buying a particular brand ?
5. Write a short note on the role of reference group power in consumer buying behaviour.

GROUP – C

(Long Answer Type Questions)

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

6. a) Differentiate between the absolute threshold and the differential threshold.



- b) Assume that you are a consultant for marketers who want to design a package for a new premium chocolate bar targeted to an affluent market. What recommendations would you provide in terms of such package elements as colour, symbolism and graphic design ? Give reasons for your suggestions. 5 + 10
7. What is learning ? Explain the concept of cognitive learning. Give an account of the classical conditioning theory of learning with a special emphasis on the key concepts that find their implications in modern marketing.
8. “Each stage in the family life cycle poses a series of problems that household decision makers must solve.” Discuss with examples. Illustrate the concepts of wife dominated decision making, and husband dominated decision making 10 + 5
9. a) Discuss the various stages of the consumer decision making process with special reference to consumer durables. Fortify your answer with an example.
- b) ‘Products possess a personality of its own.’ Do you agree ? Explain. 11 + 4
10. Write short notes on any *three* of the following : 3 × 5 = 15
- a) Types of Reference groups
 - b) Negative reinforcements
 - c) Nicosia model.
 - d) Psychological motives
 - e) Social class stratification.
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