



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA (NEW)/SEM-4 (FT)/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) B.F. Skinner is related to
 - a) Classical Conditioning
 - b) Operant / Instrumental conditioning
 - c) Cognitive learning
 - d) none of these.

- ii) The first stage in the Family Life Cycle is
 - a) Full Nest 1
 - b) Empty Nest
 - c) Solitary Survivor
 - d) Bachelorhood.



- iii) In the Consumer Buying process the Initiator precedes
- a) influencer b) decider
c) buyer d) gatekeeper.
- iv) Enculturation is the process of learning
- a) one's own culture b) a foreign culture
c) subculture d) none of these.
- v) The minimal difference that is noticeable between similar stimuli is called
- a) subliminal perception
b) supraliminal perception
c) absolute threshold
d) none of these.
- vi) The Psycho-analytic theory of Personality is propounded by
- a) Sigmund Freud b) Evic Fromm
c) Carl Rogers d) Ivan Pavlov.
- vii) The process in which the stimulus is beneath the threshold is known as
- a) perception
b) subliminal perception
c) just noticeable difference
d) absolute threshold.
- viii) AIO study is done for studying
- a) lifestyle b) personality
c) self-concept d) attitudes.
- ix) The consumer behaviour model that shows that concepts of learning, perception and attitude influence consumer behaviour is known as
- a) EKB modes b) Howard-Sheth model
c) Nicosia model d) Conflict model.



- x) Which of the following indicates whether or not repeat purchases will be made ?
- Need recognition
 - Post purchase behaviour
 - Purchase behaviour
 - Search for alternatives.
- xi) A membership group which exerts positive influence is known as
- Symbolic group
 - Contactual group
 - Aspirational group
 - Disclaimant group.
- xii) A Reference group which interacts regularly is called
- Primary group
 - Formal group
 - Secondary group
 - none of these.

GROUP – B

(Short Answer Type Questions)

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

- How do marketers seek to reduce post purchase dissonance ?
- Discuss the implications of family decision making for marketing strategy.
- Make a distinction between the individual buyer and the organisational buyer.
- Write notes on consumer perception and selective perception process.
- Why is the study of consumer behaviour important for a marketer ?



GROUP – C

(Long Answer Type Questions)

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

7. Discuss the various stages of the Consumer Decision Making process with special reference to a consumer durable. Fortify your answer with the help of an example.
8.
 - a) What is Cognitive learning ?
 - b) Briefly explain the Classical Conditioning theory with a special emphasis of the key concepts that find their implications in Modern day marketing.
9. Specify the category of need as per Maslow's Need Hierarchy that can be used to segment the market and position the product in the following purchase situations :
 - a) Seat Belts in Cars
 - b) Denim Deodorant
 - c) Bungalow at Juhu.

Explain your choices.

3×5

10. "Social class is a very powerful market segmentation variable." Justify with reference to the characteristic features of social class. Use examples in support of your answer.
11. Write short notes on any *three* of the following : 3×5
 - a) Factors influencing attitude formation
 - b) Dynamics of Opinion Leadership process
 - c) Types of reference groups
 - d) Determinants of personality
 - e) Importance of learning in Consumer Behaviour.

=====