	Utech
Name:	
Roll No.:	To Street (1/4) Streetings 2nd EXPlant
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:

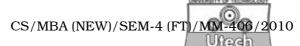
 $10 \times 1 = 10$

- i) B.F. Skinner is related to
 - a) Classical Conditioning
 - b) Operant / Instrumental conditioning
 - c) Cognnitive 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.

25017 (MBA) [Turn over

CS/MBA (NEW)/SEM-4 (FT)/MM-406/2010

111)	In the Consumeer Buying process the Initiator prece			ss 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	
	simi	lar stimuli is called			
	a)	subliminal perception			
	b)	supraliminal perception	on		
	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 t	he st	imulus is beneath the	
	thre	shold is known as			
	a)	perception			
	b)	subliminal perception	•		
	c)	just noticeable differe	ence		
	d)	absolute threshold.			
viii)	AIO study is done for studying				
	a)	lifestyle	b)	personality	
	c)	self-concept	d)	attitudes.	
ix)	The	consumer behaviou	ır m	odel that shows that	
	cond	cepts of learning, perc	eptio	n and attitude influence	
	consumer behaviour is known as				
	a)	EKB modes	b)	Howard-Sheth model	
	c)	Nicosia model	d)	Conflict model.	
017 (M	IBA)	2			



- x) 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.
- xi) A membership group which exerts positive influence is known as
 - a) Symbolic group
- b) Contactual group
- c) Aspirational group
- d) Disclaimant group.
- xii) A Reference group which interacts regularly is called
 - a) Primary group
- b) Formal group
- c) Secondary group
- d) none of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

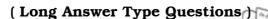
- $3 \times 5 = 15$
- 2. How do marketers seek to reduce post purchase dissonance?
- 3. Discuss the implications of family decision making for marketing strategy.
- 4. Make a distinction between the individual buyer and the organisational buyer.
- 5. Write notes on consumer perception and selective perception process.
- 6. Why is the study of consumer behaviour important for a marketer?

25017 (MBA)

3

[Turn over

GROUP - C



Answer any three of the following.



- 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.