	Utech
Name:	
Roll No.:	The Spinners Cy' Exemple for The State of
Invigilator's Signature :	

CS/MBA (OLD)/SEM-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

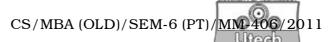
	(Multiple Choice Type Questions)						
1.	Choose the correct alternatives for any ten of the following						
					$10 \times 1 = 10$		
	i)		is the pr	coces	s of dividing the total		
		heterogeneous market into relatively homogeneous su					
		grou	ıps.				
		a)	Positioning	b)	Segmentation		
		c)	Need recognition	d)	None of these.		
	ii) The theory states the human person				the human personality		
		is composed of traits that describe general respons					
		pattern.					
		a)	CAD	b)	NFC		
		c)	Trait	d)	None of these.		

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111)	and interprets stimuli into a meaningful and coherent picture by the world is called					
	a)	Attitude	b)	Learning		
	c)	Perception	d)	None of these.		
iv)	The is a set of human characteristics linked to the brand that consumers hold in memory.					
	a)	Attribute	b)	Brand personality		
	c)	Brand image	d)	None of these.		
v)	have the potential of providing direction of motivated activity.					
	a)	Reinforcement	b)	Response		
	c)	Cues	d)	None of these.		
vi)	refers to the value consumers assign to a brand above and beyond the functional characteristics of the product.					
	a)	Brand Loyalty	b)	Brand Equity		
	c)	Congnitivity	d)	None of these.		
vii)	Discomfort or dissonance occurs when a consumer holds conflicting thoughts about a belief and attitude towards an object is considered as					
	a)	Self perception theory				
	b)	Attribution theory				
	c) Congnitive dissonance theory					
	d)	None of these.				



- viii) Extensive problem solving is associated with the product type of
 - a) Expensive
 - b) Inexpensive
 - c) Frequently purchased product
 - d) None of these.
- ix) Variety seeking behaviour is applicable for
 - a) High involvement product
 - b) Low involvement product
 - c) High insolvent with very few brand differentiation
 - d) Low involvement with high brand differences.
- x) Use situation comes under
 - a) Demographic segmentation
 - b) Behavioural segmentation
 - c) Geographic segmentation
 - d) Psychographic segmentation.
- xi) The groups are the ones to which the subject wants to belong.
 - a) Aspiration group
- b) Dissociative group
- c) Interest group
- d) Formal group.
- xii) Which model of consumer behaviour depicts the consumer attitude formation based on message exposure?
 - a) Nicosia model
 - b) Howard-Sheth model
 - c) Engel-Kollat-Blackwell model
 - d) None of these.

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GROUP - B (Short Answer Type Questions)

Answer any three of the following.



- 2. What are the different functions that attitude serves?
- 3. State the marketing application of just noticeable difference.
- 4. Explain the different stages of family life cycle.
- 5. Write about post purchase dissonance.
- 6. Make distinction between organizational buyer and individual buyer.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

 $3 \times 15 = 45$

- 7. Illustrate and explain with a diagram the decision-making process undertaken in consumer behaviour and how they are influenced by various factors.
- 8. a) Define lifestyle. As a marketer, how do you use psychographic segmentation in creating your own customer satisfaction?
 - b) What is differential threshold?

10 + 5

- 9. Define motivation. Discuss the theories of motivation with relevant examples. Explain with example the different motivational conflicts. 5+10
- 10. What factors are important in reference group influence? Suggest two products for which you consider your reference group would exert a strong influence with regard to the purchase of the product and the band. Explain the reason why this should happen.

 5 + 10
- 11. a) Classify the theories of learning.
 - b) Explain Howard-Seth Model of Consumer Behaviour and state its marketing implications. 8 + 7

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