



Name : .....

Roll No. : .....

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**

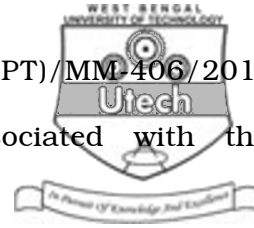
**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) ..... is the process of dividing the total heterogeneous market into relatively homogeneous sub-groups.
- a) Positioning                      b) Segmentation
- c) Need recognition              d) None of these.
- ii) The ..... theory states the human personality is composed of traits that describe general response pattern.
- a) CAD                                  b) NFC
- c) Trait                                  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 involvement 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.



**GROUP – B**  
**( Short Answer Type Questions )**

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

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 brand. 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.  $8 + 7$