

MASTER OF BUSINESS ADMINISTRATION
Third Semester
CONSUMER BEHAVIOUR
MBA – 19 (A)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions: (any five)

2×5=10

- a) What do you mean by perceptual bias?
- b) Define the process of socialisation.
- c) How do we define an extended family?
- d) Write two limitations of the distributive approach.
- e) Explain the three components of attitude.
- f) How does information processing occur in the consumer decision process?
- g) Highlight the importance of family in consumer behavior.

2. Answer the following questions: (any five)

3×5=15

- a) Discuss the perception process.
- b) Discuss the functions of culture.
- c) What are the ways of measuring social class?
- d) Discuss the benefits of opinion leadership.
- e) Write three key differences between opinion leaders & surrogate buyers.
- f) What is the main difference between Social Psychological theory and Psychoanalytical model of consumer behaviour?
- g) How is the hierarchy of effects model related to the main components of attitude?

3. Answer the following questions: (any five)

5×5=25

- a) Write a short note on consumer related reference groups.
- b) Discuss the role of Id, Super Ego & Ego in consumer behaviour.
- c) Discuss the main components of the learning process.
- d) Explain the Engel, Blackwell and Kollat's consumer decision process model.
- e) Discuss the compensatory and non compensatory multi attribute models.
- f) Discuss the product characteristics that influence diffusion.
- g) Write a short note on family life cycle.

10. Identify the social class profile for the characteristic: 'small number of well established families.'
- a) Upper Upper class b) Lower Upper class
c) Upper Middle class d) Upper lower class
11. We study consumer behaviour for :
- a) computer technology and statistical techniques have made it easier to research consumer behaviours.
b) product life cycles have shortened
c) to assist in the development of consumer protection legislation and public policy
d) All of the above.
12. Which among the following is a single variable index of social class?
- a) Occupation b) Income
c) Education d) All of the above
13. "If trial purchase is favourable, consumer decides to use the product on a full basis", which stage does it represent in the adoption process.
- a) Interest b) Adoption
c) Evaluation c) None of the above
14. Which among the following is not a role played in the family decision making process
- a) Gatekeeper b) Disposers
c) User d) Compensator
15. If a person wants to be appreciated, loved & accepted his interpersonal orientation is:
- a) Compliant b) Aggressive
c) Detached d) loser
16. Problem recognition can be triggered by A) motives B) external stimuli C) experience
- a) Only A b) Both A & B
c) A, B & C d) None of the above
17. The process of absorbing or learning the culture in which one is raised is called:
- a) Socialisation b) Acculturation
c) Gratification d) Inculcation
18. While evaluating alternatives the variables within the central processing unit are
- A) Evaluating Criteria B) Beliefs C) Attitudes D) Intensions
- a) All of the above b) A & B
c) C d) B, C & D
19. All of the following factors would be listed as social factors that influence consumer behaviour except:
- a) Family b) Roles & Status
c) Reference Groups d) Occupation
20. _____ describes changes in an individual's behaviour arising from experience.
- a) Learning b) Motivation
c) Stimulus object d) A cue