

**Write the following information in the first page of Answer Script before starting answer**

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Paper Code \_\_\_\_\_ Paper Title \_\_\_\_\_

Type of Exam: \_\_\_\_\_ (Regular/Back/Improvement)

**Important Instruction for students:**

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1<sup>st</sup> page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am - 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason

**MASTER OF BUSINESS ADMINISTRATION  
THIRD SEMESTER  
CONSUMER BEHAVIOUR  
MBA-303A**

**Duration : 3 hrs.**

**Full Marks: 70**

**( PART-A: Objective )**

**Time : 20 min.**

**Marks : 20**

*Choose the correct answer from the following:*

**1X20=20**

1. Applications of consumer behaviour include
  - a. Analyzing market opportunity
  - b. Marketing mix decision
  - c. Selecting the target market
  - d. All of these
2. Consumer behavior and demarketing is a
  - a. Challenge for consumer buying behaviour
  - b. Scope of consumer behaviour
  - c. Application of consumer behaviour
  - d. Both a and b
3. Consumer behaviour is related to
  - a. Psychology
  - b. Sociology
  - c. Anthropology
  - d. All of these
4. The model that help marketers to promote association of products with strong drivers and cues, which would lead to positive reinforcement from the consumers is known as
  - a. Economic model
  - b. EKB model
  - c. Learning model
  - d. All of these
5. Id is
  - a. formed out of the values
  - b. what an individual is born with.
  - c. a balance between the Id and the Super-ego
  - d. All of these
6. John Howard and Jagdish Sheth put forward the Howard Sheth model of consumer behavior in
  - a. 1959
  - b. 1917
  - c. 1928
  - d. 1969
7. Field 3 of Nicosia Model
  - a. is related to the uses of the purchased items
  - b. explains how the consumer actually buys the product
  - c. is related to the search and evaluation, undertaken by the consumer,
  - d. None of these
8. Partitions the organizational buying process into several processes is proposed by
  - a. Webster and Wind
  - b. Prof. Jagdish N Sheth
  - c. Pavlov
  - d. Both a and b

9. Elements of learning theories include
- a. Motivation
  - b. Personality
  - c. Attitudes
  - d. Emotions
10. Theory according to which a stimulus is paired with another stimulus that elicits a known response that serves to produce the same response when used alone is known as
- a. Classical Conditioning
  - b. Instrumental Conditioning
  - c. EKB theory
  - d. None of these
11. Emotional states that are less intense, and often lack a contextual stimulus is termed as
- a. Emotions
  - b. Moods
  - c. Motives
  - d. All of these
12. Aesthetics, attractive design, good looks, colour etc., arouse
- a. Positive emotions
  - b. Receptive attitude
  - c. Positive emotions and mood state
  - d. Cues
13. A learned predisposition to respond in a favorable or unfavorable manner toward people, an object, an idea or a situation is known as
- a. Attitude
  - b. Learning
  - c. Personality
  - d. All of these
14. Affective component of attitude means
- a. beliefs
  - b. behaviour
  - c. feelings
  - d. None of these
15. ....signifies the inner psychological characteristics that reflect how a person reacts to his environment.
- a. Self-concept
  - b. Personality
  - c. Attitude
  - d. None of these
16. Buying expensive items to display wealth and income rather than to cover the real needs of the consumer is called as
- a. Consumerism
  - b. Self-image congruence
  - c. Conspicuous consumption
  - d. All of these
17. Need based theories of motivation include
- a. Vroom's expectancy theory
  - b. Adam's equity theory
  - c. Goal setting theory
  - d. Alderfer's ERG Theory
18. Reference group includes
- a. Family
  - b. Close friends
  - c. Work group
  - d. All of these
19. Normative groups are those group
- a. with whom the individual compares himself and his attitudes.
  - b. Where one refers to the status or a position of the people in a group
  - c. that uphold the norms of the groups.
  - d. None of these

20. Lifestyles segmentation is based on
- a. Activities
  - b. Interest
  - c. Opinion
  - d. All of these

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**( PART-B : Descriptive )**

**Time: 2 HRS 40 MINS**

**Marks : 50**

**[ Answer question no.1 & any four (4) from the rest ]**

1. What is consumer behaviour? What are the scopes of Consumer Behaviour? Discuss the relationship of Consumer Behaviour and Marketing. 1+2+7=10
  
2. a. Discuss the Howard Sheth model of consumer behavior 10  

or

b. Explain the Nicosia model of consumer behavior. 10
  
3. Discuss Consumer Decision Making process. Explain the basic situational Factors that affect purchase behaviour of consumers. 5+5=10
  
4. What is learning? Discuss the elements of learning. Explain Instrumental Conditioning theory of learning. 1+4+5 =10
  
5. Define how you think MacDonald's; Pizza Hut and a local restaurant have segmented the market. 10
  
6. . Assume that you have just been hired as a customer relations expert by Johnson & Johnson to answer a growing number of complaints that JNJ products are over-priced and have lost their sense of value for the consumer. The complainants cite lower priced private labels and store brands as illustrations of frustrations with JNJ. As one consumer states, "A band aid is just a band aid after all!" 10

a. What would be your response?

b. How could you use the Johnson & Johnson Credo to aid you in your response?

7. Martin Incorp. was a company carrying on business in cosmetics and perfumes. It was not following the marketing concept and was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasised upon the income factors, and social factors only. He modernised the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

10

Questions:

1. Do you agree with the assistant and product managers, and why?

2. What other factors, if any, could have been considered?  
Elaborate in detail

8. Match the product with the appropriate VALs segmentation

10

<b>Product's name</b>	<b>vals segmentation</b>
Tide	Innovators
Surf	Achievers
Rin	Believers
Vanish	Survivors
Surf excel	Makers

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