

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

Duration: 3Hrs.

Full Marks: 70

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

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions

1. What is Consumer Behavior? What are the Models of Consumer Behavior?
(2+8=10)
2. Explain the Marketing Concept with examples? (10)
3. What is Segmentation? How a market is segmented? (2+8=10)
4. What are the various concept of marketing Mix? What are the different types of pricing?
(5+5=10)
5. What are the various levels of products? Explain with examples. (5+5=10)
6. What do you understand by the product life cycle stages explain with diagram?
(8+2=10)
7. What is Consumer decision making process? What is Super ego and ego?
(5+5=10)
8. What do you understand by Post purchase Behavior and Information search in consumer decision making process?
(5+5=10)

12. The need that comes from a desire for integration and belongingness in the social environment is called.....?
- a) Social Need
 - b) Need for Change
 - c) Safety Need
 - d) Esteem Needs
13. People possess specific psychological characteristics that are referred to as
- a) Traits
 - b) Beliefs
 - c) Values
 - d) Attitude
14. The kind of influence a person tries to be conventional is called....?
- a) Utilitarian Influence
 - b) Information Influence
 - c) Consumer Influence
 - d) Cognitive Influence
15. The most influential multi attribute model is themodel?
- a) Fishbein Model
 - b) Maslow Model
 - c) Sigmund Freud
 - d) Maclelland Model
16. The _____ acts to perfect and civilize our behavior?
- a) Id
 - b) Ego
 - c) Super Ego
 - d) All the above
17. Ethenocentrism is illustrative of a person's feeling of?
- a) Patriotism
 - b) Love
 - c) Anger
 - d) Revenge
18. There are five different levels of product. True or False
19. Selling concept of marketing focus on the Consumer. True or False
20. In introduction stage of product life cycle the product sales is high. True or False
