REV-01 MBA/139/144

## MASTER OF BUSINESS ADMINISTRATION THIRD SEMESTER CONSUMER BEHAVIOUR

SET D

2023/12

	MBA-3						
[USE OMR SHEET FOR OBJECTIVE PART]							
Dur	ation: 3 hrs.		Full Marks: 70				
<b>Objective</b>							
Time: 30 mins. Marks: 2							
	noose the correct answer from the follo			2 00 00			
CI	1×20=20						
1.	describes changes in an indiv	ridu	al's behavior arising from	m experience.			
	a. Modeling	b.	Motivation				
	c. Perception	d.	Learning				
_				at to the settle d			
2.	If a viewer cannot understand properly the meaning of an advertisement it is called						
	a. Stimulus Ambiguity	b.	Perceptual bias				
	c. Significative Stimuli		All of the above				
	C. Significative Stantan		The or the moore				
3.	Celebrities, sportsmen, successful business	me	n, political leaders are ex	camples of :			
	a. Primary reference group	b.					
	c. Secondary reference group	d.	Preferred reference gro				
4.							
	leads to a		D. C.				
	a. Rewards		Reaction				
	c. Loss	a.	Output				
5	As per the family life cycle theory when there is only one surviving spouse this stage is						
٥.	called the stage of	10 1	only one out thing opo	ase and sange as			
	a. Dissolution	b.	Dissertation				
	c. Division	d.	Disheartment				
6.	is the practice of organizing	cu	stomers into specific gro	oups			
	possessing similar goals or characteristics i	n co	onsumer behaviour				
	a. Segmentation	b.	Classification				
	c. Profiling	d.	Standardizing				
7.							
	reflected from						
	a. culture	770	media				
	c. family	d.	All of the above				

8.	The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.					
	a. Influencer		Agent			
	c. Sponsor		Facilitator			
9.	As a marketer we can influence the	of a	person			
	a. id		superego			
	c. ego		All of the above			
10.	. As per Substitution Affect of the economic theory of consumer behavior:					
	a. If a substitute product is available at a		If a substitute product is available at			
	cheaper cost, the demand of the		higher cost, the demand of the produ			
	product in question will reduce.		in question will reduce.			
	c. If a substitute product is available at a	d.	If a substitute product is not available			
	cheaper cost, the demand of the		the demand of the product in questio			
	product in question will increase.		will reduce.			
11.	. Classical Conditioning theory refers to learning through					
	a. Repetition		Perception			
	c. Communication		None of the above			
12.	component of attitude usually describes the actual behavior of the person or his intention.					
	a. Affective	b.	Cognitive			
	c. Conative	d.	None of the above			
13.	. Divestment is a construct of which model of consumer behavior					
	a. Economic Model	b.	Engel Blackwell Miniard Model			
	c. Sheth Model		Howard Seth Model			
14.	is an example of Enduring involvement					
	a. Immediate buying		Impulsive buying			
	c. Planned buying		Referred buying			
15.	An image of self somewhere in between the actual and ideal self is called					
	a. Situational Self		Ideal Self			
	c. Actual Self		Expected self			
16.	Model of consumer behavior emphasizes more on the marketing					
	strategies of the firm.					
	a. Nicosia	b.	EKM			
	c. EKB		Economic			
17.	The buying process starts when the buyer recognizes a					
	a. Product or Service		Problem			
	c. Money		Shop			
	ci money	u.	Shop			

18. Which of the following would be the best illustration of a sub culture?

a. A family

b. A group of peopled. None of the above

c. A religion

19. When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known as \_

a. Individual Buyer Behaviour

b. Business Buyer Behaviour

c. Consumer Buyer Behaviour

d. Secondary Buyer Behaviour

20. As per the EKB model "information" to enter the Central Processing Unit needs to be

a. Filtered

b. Repeated

c. Retained

d. All of the above

## **Descriptive**

Time: 2 Hr. 30 Mins. Marks: 50 [Answer question no.1 & any four (4) from the rest] 1. Compare and Contrast Engel Kollad Blackwell and Engel Kollad 10 Miniard model of Consumer Behavior. 2. What is consumer perception? Discuss the concept of threshold and 4+6=10 subliminal perception. 3. Discuss the scope and application of Consumer Behaviour in marketing. 10 4. Discuss how reference group can influence consumer behavior. How 6+4=10 Diffusion of innovation does take place? 5. What is personality? Discuss three main theories of personality. 10 6. What do you mean by consumer behavior? How is profiling of 4+6=10 consumers done? 7. Explain the three components of attitude with example. Discuss the 4+6=10 Attribution and Cognitive Dissonance theory of attitude 8. What is culture? Discuss its characteristics. 3+7=10

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