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BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme - Bachelor of Business Administration

Course Name - Consumer Behaviour

Course Code - BBA503M

(Semester - 5)

Time allotted:3 Hours Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group -A

	(Multiple Ch	oice Type Question)	$10 \times 1 =$
1. (i)	Choose the correct alternative from The family in a buyers life consisting	the following ag of parents and siblings is the	
	a. family of procreation	b. family of influence	
	c. family of efficiency	d. family of orientation	
(ii)	Which of the following is NOT a co	omponent of personality?	
	a. Family	b. Behaviours	
	c. Traits	d. All of those	
(iii)	Which of the following would be th	e best illustration of a subculture?	
	a. a religion	b. a group of close friends	
	c. your university	d. a fraternity or sorority	
(iv)	A person's consist(s) of a indirect influence on his/her attitude	ll the groups that have a direct (face-to-faces or behavior.	ice) or
	a. Subculture	b. family	
	c. social class	d. reference groups	

(v)	Social classes differ in media preferences, with upper-class consumers often preferring and lower-class consumers often preferring television.							
	a. Movies	b.	radio					
	c. video or computer games	d.	magazines and books					
(vi)	Secondary reference groups includ-	e	.					
	a. Family and close friends	b.	Sports groups					
	c. Ethnic and religious groups	d.	Fraternal organizations and professional associations					
(vii)		n a consume	er has stored in their memory about					
	a product or service.	•	5					
	a. Cognitive dissonance		Product knowledge					
	c. Product research		Marketing research					
(viii)								
	perceptions that the product is wor a. to make products easily visible a available	-						
(i)	c. to differentiate their products fro those of competitors							
(ix)	is individuals and households who buy goods and services for personal consumption.							
	a. The target market	b.	A market segment					
	c. The consumer market	d.	The ethnographic market					
(x)	Consumer attitudes and life style as variables.		- ·	•				
	a. Geographical	b.	Demographical					
	c. Behavioral	d.	Socio-Psychological					
	G	Group – B						
	(Short Ans	wer Type Q	uestions) 3 x5 =	= 15				
	ver any <i>three</i> from the following			_				
	What are the different types of Innov Write down the role of children in ca		± -	2				
	What are the measurements of custor			5				
6.								

Group - C

	Answer	any	three	from	the	foll	lowing
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- (a) Assume you are a marketing manager of ABC home Furniture. You know that 7. internal factors such as learning, perception, motivation etc. influence consumer's decision making. In your opinion how each of these internal factors impacts the purchase of the product and how might you use these factors in developing the marketing strategy for this firm? 10 (b) What is Cross-screen marketing? 5 Define the term "Family" in the context of consumer behaviour. 5 8. (a) What is the importance of studying family as a buying unit to develop an understanding of Consumer Behaviour? 10 9. (a) What is the difference between consumer and customers? Give example. 5 What is ABC model in attitude? 5 (b) What are the different stages of Family Life Cycle in the study of Consumer Behavior? 5 Explain the process of Industrial Buying Behaviour. 8 10. (a) Discuss the characteristics and uses of Howard- Sheth model. 7 Based on which level of needs need can be associated with the following 11. (a) products in context of Consumer Behavior? Justify your answer. a. Mouthwash
 - b. Health Insurance
 - c. Adventurous trips
 - d. Raincoat
 - e. Green Tea

3 x 5=15