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Term End Examination 2024-2025**Programme – B.Com.(AFB)-Hons]-2024****Course Name – Marketing Management and Consumer Behaviour****Course Code - BBF20202****(Semester II)****Full Marks : 60****Time : 2:30 Hours**

[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 Choice Type Question)****1 x 15=15****1. Choose the correct alternative from the following :**

- (i) Select the definition that best describes marketing.
 - a) Selling products at a lower price
 - b) Meeting customer needs profitably
 - c) Advertising products
 - d) Conducting market research
- (ii) Identify the element of the marketing mix concerned with setting the price of a product.
 - a) Place
 - b) Price
 - c) Product
 - d) Promotion
- (iii) Define consumer demands in marketing.
 - a) Basic needs fulfilled by the company
 - b) Wants supported by purchasing power
 - c) Promotion strategies
 - d) Socially driven requirements
- (iv) Identify the type of demand when customers stop buying a product.
 - a) Declining demand
 - b) Full demand
 - c) Seasonal demand
 - d) Latent demand
- (v) Define seasonal demand.
 - a) Demand remains constant throughout the year
 - b) Demand fluctuates based on specific seasons
 - c) Demand for emergency supplies
 - d) No demand exists at any time
- (vi) Analyze the impact of an aging population on marketing strategies.
 - a) Increased demand for luxury items
 - b) Higher demand for healthcare products
 - c) Focus on youth-centric marketing
 - d) Increased government subsidies
- (vii) Interpret the effects of urbanization on consumer buying behavior.
 - a) Reduced demand for technology
 - b) Increased demand for public services

- c) Increased demand for convenience
 d) Reduced purchasing power
- (viii) Describe what is meant by the sociocultural environment.
- a) Technology-driven decisions
 b) Cultural norms and societal values
 c) Changes in trade regulations
 d) Competition with peers
- (ix) Explain how consumer trends influence marketing strategies.
- a) They encourage cost cuts
 b) They drive new product development
 c) They have no impact
 d) They reduce advertising budgets
- (x) Describe a key feature of a recession.
- a) Rising employment
 b) Decreasing wages and demand
 c) Increasing wages
 d) Stable economic growth
- (xi) Recognize the role of family life cycle stages in purchasing behavior.
- a) Affects clothing choices
 b) Has no impact
 c) Influences home and car purchases
 d) Alters only food preferences
- (xii) Recognize how motivation drives consumer purchases.
- a) Ensures consistent buying
 b) Encourages need fulfillment
 c) Promotes personal development
 d) Influences luxury item purchases
- (xiii) Evaluate how attitudes are developed through marketing efforts.
- a) Through experience with products
 b) Randomly
 c) Independent of brand interactions
 d) Through lifestyle changes
- (xiv) Recognize the impact of post-purchase behavior on brand loyalty.
- a) Ensures repeat purchases
 b) Has no long-term effects
 c) Leads to consumer complaints
 d) Reduces brand credibility
- (xv) Recognize the effect of online reviews on buying decisions.
- a) Reduces trust in brands
 b) Increases product research
 c) Reduces information search
 d) Increases cognitive dissonance

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the impact of social and cultural factors on consumer behavior. (3)
3. Determine how psychological factors drive consumer purchasing behavior. (3)
4. Describe the purpose of marketing channels. (3)
5. Explain how suppliers contribute to an organization's microenvironment. (3)
6. Explain the role of buying situations in industrial markets. (3)

OR

Differentiate between inelastic and fluctuating demand in business markets. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the concept of positioning and its importance in branding. (5)
8. Describe the significance of the traditional 4Ps of the marketing mix. (5)
9. Illustrate the role of sociocultural factors in shaping consumer behavior and preferences. (5)
10. Summarize the impact of globalization on macroeconomic factors affecting businesses. (5)
11. Assess the impact of cost-oriented, demand-based, and competition-based pricing methods on business profitability. (5)
12. Evaluate the key characteristics of business markets and justify how they influence marketing strategies. (5)

OR

Evaluate the different buying roles in industrial marketing and their influence on the decision- (5)
making process.

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